

MAR 22 1928

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIII

NEW YORK, MARCH 17, 1928

No. 11

"The most promising novel on the month's list . . . 'Crusade' is a sure thing."

—The Retail Bookseller of the Baker & Taylor Co.

CRUSADE BY DONN BYRNE

Published on March 10, "Crusade" is already in its second large printing!

"First and foremost among our romantics is Donn Byrne. And now he has excelled himself in his new novel 'Crusade'."—Greenjade in *The London Sunday Express*.



\$2.00

Boston

LITTLE, BROWN & COMPANY

Publishers

At last— a subscription plan for booksellers only!



THE CRIME CLUB, INC. will be inaugurated April 1—an entirely new idea in the monthly subscription plan in book-selling. THE CRIME CLUB supplies the best mystery or detective novel of the month, for its subscribers. *All subscriptions will be taken through bookstores*, and every subscription means a \$24.00 sale!



Every customer of yours is a potential member of THE CRIME CLUB. Every one wants the *best* mystery stories. The natural audience of THE CRIME CLUB includes some of the most distinguished people in the world. Wilson and Roosevelt were well known as detective fans. Bankers, married women, white collar men, college boys, flappers—everybody who comes into your store will be interested in THE CRIME CLUB.



Membership in THE CRIME CLUB is free! The only charge is for the books—paid for monthly as delivered. No cut prices under any circumstances: the price of every book sold will be \$2.00. Members will receive *free* the premium book, *DRAMATIC CRIMES OF 1927*, by Milton Mackaye.



THE CRIME CLUB idea came as the answer to the question: *How can we sell more mystery novels?* and the question: *How can the bookbuyer know the best mystery novel to buy?* The Doubleday, Doran mystery list is large and the titles are prominent. A. Conan Doyle, Edgar Wallace, Mary Roberts Rinehart, A. E. W. Mason, Carolyn Wells, Frances Noyes

Hart and H. De Vere Stacpoole are only a few of the favorite authors. And some of the new authors are dark horses who will be at the top with their first books. In his recent *Saturday Review* article, "Here's to Crime," William Rose Benét gave Doubleday, Doran precedence among publishers in the field of mystery fiction. The Doubleday, Doran organization is behind this new idea.



The object of THE CRIME CLUB is two-fold. First, as a membership plan, it assures members the best mystery story every month, selected by a committee of distinguished critics from the CRIME CLUB list. Second, as a publishing plan, THE CRIME CLUB presents the best of the mystery and crime fiction list of Doubleday, Doran and Company, Inc., plus an occasional non-fiction book in the same field. The monthly selection will be the Selecting Committee's choice from the entire CRIME CLUB list of each month.



John Kidd, President of the National Association of Booksellers, has endorsed THE CRIME CLUB and is a member of the Selecting Committee. The other members are Frances Noyes Hart, author of *The Bellamy Trial*; Grant Overton, former fiction editor of *Collier's*; William Rose Benét, of *The Saturday Review of Literature*; and Arthur Vance, editor of *The Pictorial Review*.



Every book store will be local headquarters of THE CRIME CLUB and should get ready immediately to take subscription memberships. Send at once for the printed Trade Announcement of THE CRIME CLUB, giving full details about the campaign. Ask for the promotion material NOW. The circular (supplied with imprinted envelope) is 8 pages, 5½" x 8", and mails for one and one-half cents. Send for the set of display cards. We are going to follow up constantly with new promotion material, to help you sell memberships. Remember—the sales unit in THE CRIME CLUB is a year's subscription at \$24.00.

THE CRIME CLUB, INC.

GARDEN CITY, NEW YORK

March 22

Mary Todd Lincoln

*An Appreciation of the Wife
of Abraham Lincoln*

By

Honoré Willsie Morrow

Author of Forever Free

This is a Lincoln year and here is the first book in defense of a much maligned woman. Mrs. Morrow discloses the source material and, in informal, conversational style, tells the true story of the wife of Abraham Lincoln.

Illus. from rare photographs \$2.50

March 22

Lords of the Wild

By

Samuel Scoville, Jr.

Author of Man and Beast

Even better than Mr. Scoville's former books are these exciting tales of wild animals all over the world. Written in his fine style. Especially recommended for younger readers.

Illus. by Charles Livingston Bull \$2.00

(Display picture poster, 11 x 8", sent on request)

Interesting Spring Fiction

That Dinner at Bardolph's by R. A. J. Walling. (4th printing). \$2.00.

The Legend Called Meryom by Joseph Gaer. \$2.50.

Papiilée by Marcus Cheke. \$1.75.

Trueboy by Thomas C. Hinkle. \$1.75.

WILLIAM MORROW & COMPANY

**386 Fourth Avenue
New York**



*This hair-raising detective novel will be published March 24th.
Have you stock?*

THE SCREAMING PORTRAIT

FERRIN L. FRASER

*A
Mystery
Murder
Story*



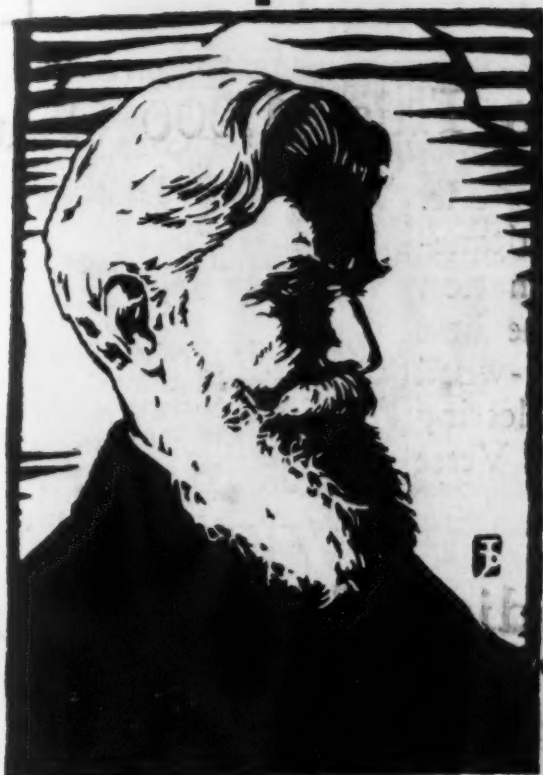
A thrill on every page

The above shows a reproduction of the striking window display poster, printed in red and black, which we will be glad to send booksellers with their shipment of books.

Here is a detective tale, fresh, new, original, from stem to stern. A swiftly racing mystery that moves through a baffling maze of throat-tightening thrills to a shuddery surprising solution.

The Screaming Portrait, Price \$2.00

J. H. SEARS & COMPANY, Inc., - Publishers - 114 East 32nd St., New York



**Ready
April 26**

Havelock Ellis

Philosopher Of Love

H. L. MENCKEN called him 'the most civilized Englishman of his generation.' Judge Lindsay said 'more than any other person he has made possible the difficult synthesis of Love and Virtue.'

In an age bewildered by religion and obsessed with sex Havelock Ellis stands alone: master alike of the art of writing and of living. This story of his life, written with the co-operation of Ellis himself, is not only a stimulating biography of one of the great figures of this era, but also a candid analysis of the whole modern sex movement.

**By
Houston
Petersen**

**Houghton
Mifflin
Company**

Illustrated. \$4.50

The
\$1,000
Title
Contest

Edgar A. Guest • A National Figure

The
\$1,000
Title
Contest

A Nation Will Join This \$1,000 Contest

Leading newspapers using Mr. Guest's daily verse will simultaneously conduct the contest the nation over, offering \$1,000 for the best title, accompanied by a 50-word letter telling the reason for selecting this title, for a Guest Book of Verse to be published in August.

A Nation Is Reading Edgar A. Guest

Through April and May, stories about Edgar Guest, articles by him, his human, appealing verse, will be featured in these newspapers, while the \$1,000 prize offer will be constantly before readers. The contest will extend from May 1 to May 15, inclusive.

A Nation Awaits Guest's New Book

All this tremendous publicity leads up to the new book that will be published in August—a book that Mr. Guest's vast audience itself has taken a part in naming. What a great sales opportunity this is for American booksellers!

This, Above All, Is An Edgar Guest Year

The
\$1,000
Title
Contest

Chicago REILLY & LEE New York

The
\$1,000
Title
Contest

March 17, 1928

1247

from THE INNER SANCTUM of SIMON AND SCHUSTER

Publishers / / 37 West 57th Street / / New York



What a flood of letters and telegrams!



No sooner was TRADER HORN's forthcoming arrival in America announced than *The Inner Sanctum* was Niagaraed with requests for appearances in bookstores throughout the country.



The status is this:



We must first size up our man. T. H. is 75 years old. CARL BRANDT, who met him in London, says that his experiences show on his face, and that he looks nearer 80 than 70. CARL tells us, too, that T. H.'s conversation is even better than his book.



ALOYSIUS's trip to America is not prompted by a desire to pick up some loose lecture platform money. He has more money than he can use. He plans to give one lecture in New York, just for the experience. Whether he will give more, no one can tell.



The Inner Sanctum would like nothing better than to take him to a few cities and introduce him to the booksellers who helped him achieve his fame and fortune. We'll see what his health, age and inclination will do in that regard.



The Inner Sanctum is preparing a window card, tying up ALOYSIUS's trip to America with his book. And here is a proposition:

We will mail this card to any bookseller who wishes it. And also, send as many copies of *Trader Horn* for Window Display as are ordered outright. This offer stands good until March 31, 1928.



Sales on *Trader Horn* have again leapt ahead since the announcement of his arrival. We may be out of stock for a few days, but will do our best to see that books are shipped as soon as possible.



So much for the TRADER today.



The magazine, *Judge*, tells *The Inner Sanctum* that they have never heard of anything to equal the pulling power of the bridge problems SM LENZ is running in *Judge*. They have had to take on 22 girls to go over the mail that comes in. Over 6,000 replies (most of them wrong) come in each week to MR. LENZ's problems.



A display of bridge books, WORK's, WHITEHEAD's, FERGUSON's, MOTT-SMITH's and LENZ's would do well in a window these days. Just try it out.



Speaking of MOTT-SMITH, Your Correspondent had the pleasure of meeting M-S and his brother in last night's duplicate bridge session at The Knickerbocker Whist Club. At the first table our opponents were GEORGE REITH (whose book is published by *Doubleday-Doran*) and SID LENZ (whose book is published by *Simon and Schuster*—adv.).



The point of mentioning these social activities, is that Your Correspondent was able to make a pretty good score due,

- To getting some good breaks;
- To having studied LENZ'S books.



Suggestion:



Read one or more chapters of LENZ every night for two weeks. If at the end of that time your bridge game has not improved 25%, or if you haven't enjoyed the reading, or both, send *The Inner Sanctum* a bill for the time wasted.

NOTE: this suggestion is only for booksellers who already play a fair game of bridge. For beginners we do not recommend LENZ, but FERGUSON.



Miscellaneous Items: The jacket for J. P. McEvoy's *Show Girl* is what they call a Darb. . . . Reorders are coming in for *The Three Cornered Hat*, but not as often and as big as Your Correspondent thinks they will in about two weeks. . . . *Mind Your P's and Q's* is going to get some pretty snappy advertising in The New York Times—watch for it. The biography of *William Randolph Hearst* will be ready April 27th, and then the fun begins.* . . . *God Got One Vote* by FRED BRENNAN, St. Louis newspaper man and friend of LINDBERGH, still sells 20 copies a week.

ESSANDESS.

* As for instance:

How Hearst provoked the legend about the famous telegram to Remington ("You supply the pictures, I'll supply the war").

How Hearst used the \$7,500,000 check he got on his 32nd birthday.

How Hearst began a crusade against polygamy ("Crush the Harem, Protect the Home").

How Hearst's father told Willie to come down to work at noon and let the other fellow come down early ("Beat him out of what he's made during the morning").

To be Published April 2nd

**First Printing 60,000 Copies
and almost exhausted!**

Is Your Order In?

One of the
year's most
important
books.

An unusual
novel.

The Hotel

By
Elizabeth
Bowen

Advertised
extensively
in the
magazines,
weeklies and
daily papers.

\$2.50

"Such wit, such intelligence,
such enjoyable people. . .

—Rose Macaulay.



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NEW YORK

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UP-TO-DATE REASONABLE
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CLUBS AND
SCHOOLS
THROUGHOUT
THE COUNTRY

A good stock item

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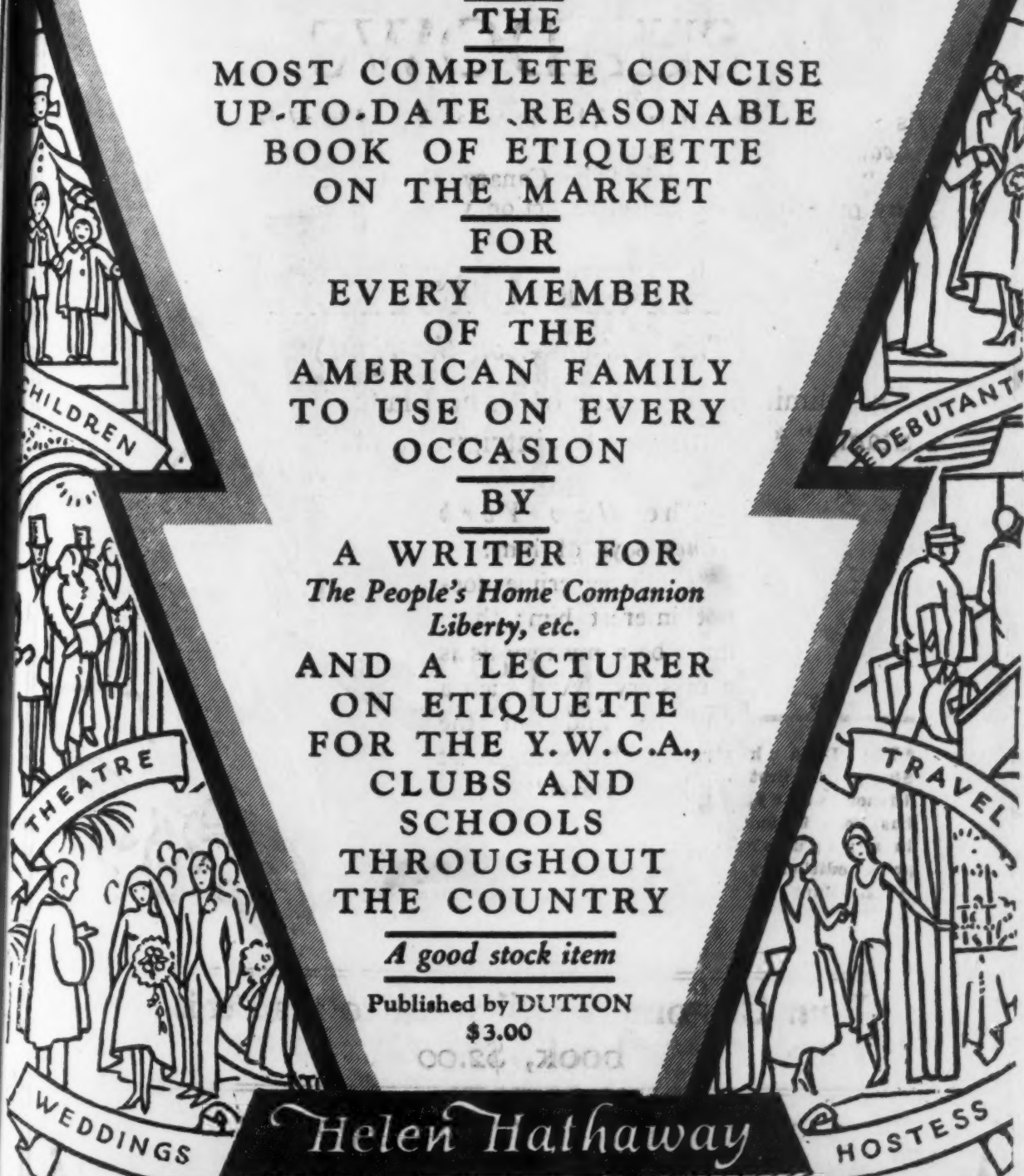
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Helen Hathaway

AMERICAN

ETIQUETTE



Third Printing

DAY BY DAY

Day by day the word is going the rounds that Will Scott's latest DISHER triumph, the mystery thriller

SHADOWS

is a mighty fine story. This is what The *Philadelphia Public Ledger* says about it:

"For plot it equals 'The Canary Murder Case' and excels any other mystery detective fiction written in years."

—AND DISHER

(*The gentlemen on the right*)

The inimitable detective of "The Black Stamp,"* continues to intrigue and fascinate.

The *New York Times* says of him:

"Ordinary crime does not interest him; there must be a mystery as is a mystery. And such a one he finds in the strange happenings at Tinker's Revel."

*The Black Stamp, the first Disher story, has been issued in a popular priced edition by A. L. Burt Co.

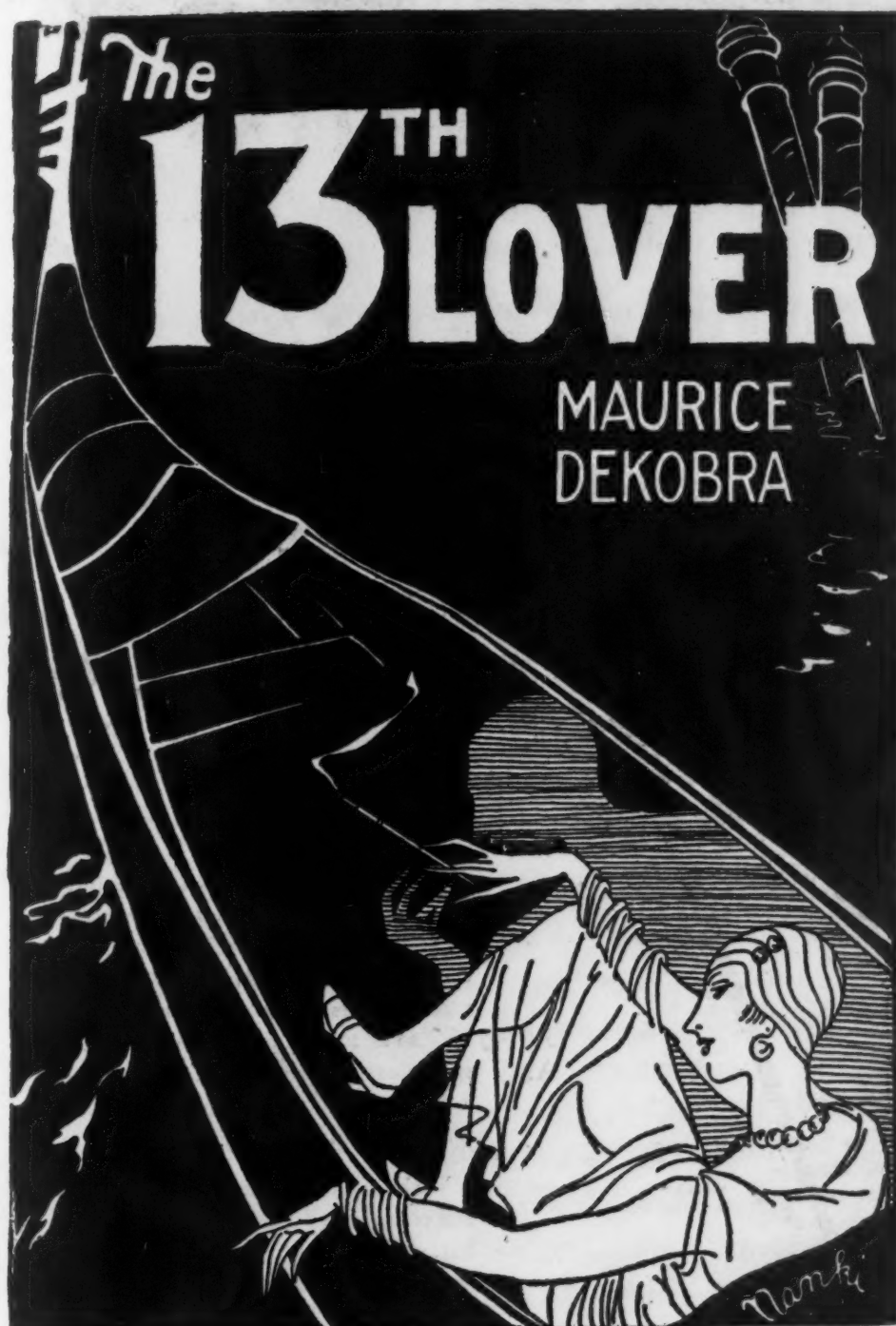


Your Customers will want to read this
book, \$2.00

MACRAE · SMITH · COMPANY
Philadelphia

March 17, 1928

1251



THE DARING NEW SOPHISTICATED NOVEL BY
MAURICE DEKOBRA • AUTHOR OF THE "MA-
DONNA OF THE SLEEPING CARS". TWO LARGE
PRINTINGS HAVE BEEN EXHAUSTED BEFORE
PUBLICATION. TO BE FEATURED WITH NEWS-
PAPER • MAGAZINE AND RADIO ADVERTISING.

PAYSON & CLARKE LTD.
6 EAST 53RD STREET • NEW YORK

Byrd's Great Book

Skyward

FULL of action and adventure as it is, Byrd's story is also a sound, authentic and thoroughly scientific account of the development of aviation. Using his amazing experiences as a background, he paints a splendid picture of man's struggle to conquer the air. His book is a monument to the grand victory of human ingenuity over gravity.

With his many stories of hardship and courage and miraculous escapes, he has also outlined his plan for flight across the South Pole. This bold adventure is a fitting climax to one of the most extraordinary chronicles of a man's life. *Skyward* is not solely a book of adventure. It is an inspirational story written by a distinguished officer, an able scientist and daring adventurer, for all men and women of the age who realize the greatness of the things our heroes are accomplishing.

To be published
MARCH 30th
\$3.50

G. P. PUTNAM'S SONS • New York & London.

LIKE A STONE DROPPED INTO A POOL



Every so often a novel appears in a publisher's office that spreads excitement in all directions, like a stone dropped into a pool. From this office, "Dusty Answer" spread its excitement—and its sales—from coast to coast. So, we believe, will **"THE WITHERED ROOT"** another first novel, by Rhys Davies. The two books are not alike except that they share the qualities of beauty, tensity, and fine sincerity, which may be expected to give the Davies' novel as wide a popular appeal as Miss Lehmann's.

Mr. Davies tells the story of a revivalist, young, handsome and virile, who stirs his native Wales to the core with the vigor of his preaching, who comes at last to doubt the purity of his power over the multitudes that come to hear him, and who, wavering, falls a victim to the lure of a woman.

The emotional fervor of revivals, the stirring play of passion and religious principle with the life of the preacher, the picture of life in Welsh villages, and a wealth of exceptionally well-drawn minor characters combine to make **"THE WITHERED ROOT"** a novel of wide appeal.

Before he joined the firm of Henry Holt and Company, Mr. Herschel Brickell, who for years conducted "Books on Our Table" for the New York Evening Post, read this novel and called it a memorable piece of work.

We believe in **"THE WITHERED ROOT"** not only as an exceptionally fine novel, but as a fine sales possibility.

\$2.50

publication shortly

HENRY HOLT & COMPANY

One Park Avenue

New York

The opening guns . . .

IN THE NATIONAL ADVERTISING CAMPAIGN FOR
AMERICAN PROSPERITY:
 ITS CAUSES AND CONSEQUENCES. BY PAUL M. MAZUR

Schedule up to April 1

N. Y. TIMES BOOK REVIEW—Three full pages, beginning March 18.

N. Y. TIMES Daily Financial Pages—90 inches.

WALL ST. JOURNAL, Morning and Evening—144 inches.

N. Y. EVENING POST—72 inches.

N. Y. JOURNAL OF COMMERCE—54 inches.

WOMEN'S WEAR DAILY—72 inches.

CHICAGO JOURNAL OF COMMERCE—90 inches.

BOSTON NEWS BUREAU, Morning and Evening—1964 lines.

FORBES MAGAZINE—Two columns.

NATION'S BUSINESS—Two columns.

MAGAZINE OF BUSINESS (SYSTEM)—Two columns.

ADVERTISING AND SELLING—Full page.

PRINTERS' INK Weekly—Two pages.

PRINTERS' INK Monthly—Two columns.

SALES MANAGEMENT—Four columns.

TIME, INC.—Two columns.

ATLANTIC MONTHLY—Full page.

CURRENT HISTORY—Full page.

SCRIBNER'S MAGAZINE—Full page.

REVIEW OF REVIEWS—Full page.

HARPER'S MAGAZINE—Full page.

AMERICAN MERCURY—Full page.

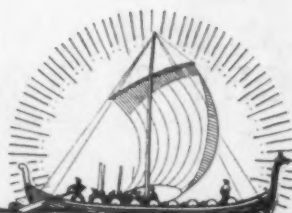
WORLD'S WORK—Full page.

FORUM—Full page.

Wire your
orders col-
lect today,
asking for
posters and
dealer helps.

PUBLICATION MARCH 19

Price \$2.50



THE VIKING PRESS

30 Irving Place, N. Y.

Coming—on Friday, April 13th

THE KEY OF LIFE

By

FRANCIS BRETT YOUNG

Author of *Love Is Enough*

You are not likely to forget that *Love Is Enough* was one of the really noteworthy successes of a year ago. Indeed, it is still selling better than most of the novels published since January 1, 1928—and this in spite of the fact that it is a two-volume five-dollar book.

Mr. Brett Young has come into his present prestige slowly, surely, and in a way which proves that the seasons to follow will solidify his reputation and add to it. His fellow novelists—e. g., Hugh Walpole and Walter de la Mare—have always taken off their hats to him; and now a great public knows that they were right.

Mr. Brett Young has written, thus far, two sharply contrasted types of novel: the story full of adventure, glamour, and mystery (*Sea Horses, Cold Harbour, The Dark Tower*), and the quietly and deeply moving love-story (*Love Is Enough*).

In *THE KEY OF LIFE* he takes these two types of his successes and *puts them together*. *THE KEY OF LIFE* is a story of *love and adventure*, in rural England and in Egypt on the site of ancient Thebes.

April 13—the luckiest Friday the Thirteenth in many a long year if you take advantage of it.

By the same author:

COLD HARBOUR, \$2.50

SEA HORSES, \$2.50

THE DARK TOWER, \$2.50

LOVE IS ENOUGH

(2 vols. boxed), \$5.00

Alfred A. Knopf



Publisher, N. Y.

An Astounding Biography COLUMBUS

By MARIUS ANDRÉ

In this new study of the discoverer, based on historical documents, Christopher Columbus is shown *and proved* to have been a figure very different from that of the legend in the schoolbooks and far more fascinating. André portrays him as an ignorant charlatan and an unscrupulous adventurer, achieving his spectacular success by a combination of impudence and luck.

April 13

Illustrated.

\$5.00 net

A Negress's Tragedy QUICKSAND

By NELLA LARSEN

This novel is one of the most satisfying of the recent expressions of American Negro life by the Negro himself. Without distortion or sensationalism it sets forth the personal tragedy of a woman who is greater than any possible destiny that is open to her. The story is before all that of an individual, and only incidentally of her race.

March 30.

\$2.50 net

Alfred A. Knopf



Publisher, N. Y.

in Canada, from The Macmillan Company of Canada, Ltd., St. Martin's House, Toronto

Are book prices too high?

Some of your customers no doubt make that complaint. You know they are wrong; but sometimes you have to take the attitude that "The customer is always right." Every such complaint is a first-rate chance for you to describe and show

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—a growing library of nearly 60 soundly made 16mo volumes, bound in cloth with colored tops, in a specially designed binding, and making available at the nominal price of \$1.25 net each many important and long-lived works of Hergesheimer, Willa Cather, Knut Hamsun, Sigrid Undset, Thomas Beer, Blasco Ibanez, W. H. Hudson, G. B. Stern, Carl Van Vechten, Arthur Machen, Gogol, E. M. Forster, and other famous writers.

Recently published:

A BOOK OF PREFACES. By H. L. Mencken.
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GATES OF LIFE. By Edwin Björkman.
WAITING FOR DAYLIGHT. By H. M. Tomlinson.

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HUNGER. Knut Hamsun.
ANDALUSIA. W. Somerset Maugham.
THE GREEN GODDESS. L. J. Miln.
PREJUDICES I. H. L. Mencken.
CÆSAR OR NOTHING. Pio Baroja.
LONDON RIVER. H. M. Tomlinson.
THE POPULAR THEATRE. George Jean Nathan.
170 CHINESE POEMS. Translated by Arthur Waley.
THE ROOM. G. B. Stern.
THE ANTICHRIST. F. W. Nietzsche.
AN ADOPTED HUSBAND. Futabatei.
CHELKASH. Maxim Gorky.
THE STAG'S HORNBOOK. Edited by John McClure.
THE AUTOBIOGRAPHY OF A SUPER-TRAMP. William H. Davies.
VENTURES IN COMMON SENSE. E. W. Howe.
THE LITTLE ANGEL. Leonid Andreyev.
A BOOK OF BURLESQUES. H. L. Mencken.
RALPH HERNE. W. H. Hudson.
A HERO OF OUR TIME. M. Y. Lermontov.
THE SOUL OF A CHILD. Edwin Björkman.
THE SO-CALLED HUMAN RACE. Bert Leston Taylor.
THE CABIN. P. Blasco Ibanez.
THREE TALES. Gustave Flaubert.
A ROOM WITH A VIEW. E. M. Foster.

THE BLIND BOW-BOY. Carl Van Vechten.
CASANOVA'S ESCAPE FROM THE LEADS. Translated with an introduction by Arthur Machen.
YOUTH AND THE BRIGHT MEDUSA. Willa Cather.
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GREEN MANSIONS. W. H. Hudson.
THE FAIR REWARDS. Thomas Beer.
PICTURE FRAMES. Thyra S. Winslow.
ADOLPHE. Benjamin Constant.
HAGAR'S HOARD. George Kibbe Turner.
TALES OF THE PAMPAS. W. H. Hudson.
JEWISH CHILDREN. Sholom Aleichem.
THE BLOOD OF THE CONQUERORS. Harvey Fergusson.
GREEN THURSDAY. Julia Peterkin.
THE CHINA SHOP. G. B. Stern.
CAPITOL HILL. Harvey Fergusson.
THE THREE-CORNERED HAT. Pedro A. de Alarcón.
THE THREE IMPOSTORS. Arthur Machen.
THE LOST MR. LINTHWAITE. J. S. Fletcher.
THE WORLD IN FALSEFACE. George Jean Nathan.
THE GENTLEMAN FROM SAN FRANCISCO. Ivan Bunin.
WHERE BONDS ARE LOOSED. E. L. Grant Watson.
WOMEN AND WIVES. Harvey Fergusson.
THE MARKENMORE MYSTERY. J. S. Fletcher.

Have you these in stock—all of them—with sufficient duplicate copies of the titles in most active demand? If not, you are missing business that you ought to have, and that plenty of others are easily getting. THE BORZOI POCKET BOOKS will sell themselves if you put them where they have half a chance.

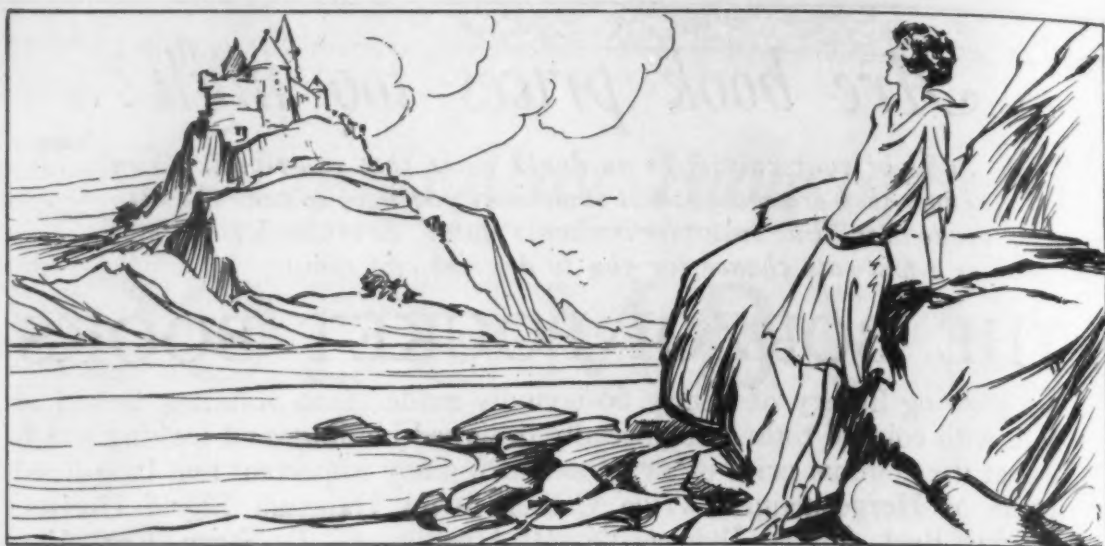
\$1.25 net each

Alfred A. Knopf



Publisher, N. Y.

In Canada, from The Macmillan Company of Canada, Ltd., St. Martin's House, Toronto



Kathleen Norris

writes her sheerest romance . . .

Janey Davenport had never known the thrill of being subdued by one of Nature's own children . . . She stood on the lovely island of Sicily and there she felt the delight of being young, rich, beautiful. She had left three suitors behind in America. She met an Italian Prince who suddenly lost his glamour. And then she found a modern bandit king—and she found the thrill she had never known before . . .

Here is a great and human love story such as only Kathleen Norris can write. Behind it goes the biggest Spring campaign ever put behind a Kathleen Norris novel. Send for the unusual display—two-piece, four-colour cut-out enlargement of the jacket, size 22" x 10". The jacket, printed by the expensive offset process in four colours, reproduces a soft water colour effect which makes the book outstanding as well as beautiful. The jacket design, painted by the famous Saturday Evening Post artist, Henrietta Starrett, tells the beginning of this marvelous love story—the love story of a girl who gave up a castle to know an ecstasy that comes to few heroines of fiction.

BEAUTY and the BEAST

April 6th \$2

**Rabelais laughs once
more . . .**

Cyrano and d'Artagnan, Don Quixote and Villon, Alexander Pope and Edgar Allen Poe walk again in this fantastic romance for book-lovers.

SEAPORTS IN THE MOON

by Vincent Starrett \$2.50

**The most glamorous
way to trim suckers**

is the old game of Spanish Prisoner. How it was worked on a California go-getter makes a grand story by the author of *Mr. Podd*.

THE SPANISH PRISONER

or Freeman Tilden \$2

**Dramatic secrets of the
secret service...**

Death walks in evening clothes behind the battle front as the spies ply their secret trade... and suavest, wittiest, most dangerous of them all was

ASHENDEN
or The British Agent

by W. Somerset Maugham \$2.50
{Send for display}

**North of the
White Man's law...**

Sergeant Fate Westward of the Canadian Police—driven ever North by haunting memories—found redemption in the heart of a blizzard.

THE NINTH CIRCLE
by Harwood Steele \$2



**The story Lawrence himself
could never tell**

More than any other living man Lawrence has become the center of Legends. Robert Graves, poet, critic and Lawrence's close friend, in an authorized biography punctures the legends to disclose a figure more remarkable in fact.

**LAWRENCE AND
THE ARABIAN
ADVENTURE**

by Robert Graves \$3
{Send for display}

**GERMAN BAROQUE
ART**

by Sacheverell Sitwell \$6

**THE AMERICAN
YEAR BOOK**

Edited by Albert Bushnell Hart
and William M. Schuyler \$5

**They come hard-boiled
in the Legion...**

and here is a story of love and hate, of desert fighting and hopeless heroism, a story that catches the desperate romance of the Foreign Legion.

GARDE A VOUS
by J. D. Newsom \$2

**PORTRAITS OF
THE NEW CENTURY**
by E. T. Raymond \$4

**PLEASURES AND
PROBLEMS OF A
ROCK GARDEN**
by Louise Beebe Wilder \$20

**THE CONTROL
OF THE MIND**
by Robert H. Thouless \$2

THE MIDDLE AGES
by E. B. Osborn \$1.50

**LANDLORDS
AND TENANTS**
by Dan Rider \$2.50

**WITH A CAMERA
IN TIGERLAND**
by F. W. Champion \$5

**A Lady Macbeth
of the jazz age...**

The Lexton murder—the most sensational crime for years in London society
A novel of murder and its motives.

THE STORY OF IVY
by Mrs. Belloc Lowndes \$2
{Send for display}



Doubleday, Doran

first in **Book Advertising Gains**

DURING the month of February the New York Herald Tribune made a gain of 100% over the same month a year ago in weekday book advertising—the largest gain of any New York newspaper.

And on Sundays—in “BOOKS”—the New York Herald Tribune gained 8,421 lines in February—also the largest gain in book advertising made by any New York newspaper.

In four out of the last five months the Herald Tribune has shown the largest gain in book advertising lineage in the New York field.

NEW YORK
Herald Tribune

\$400 Window Display Contest on ZANE GREY'S New Novel

"NEVADA"

CASH PRIZES



First

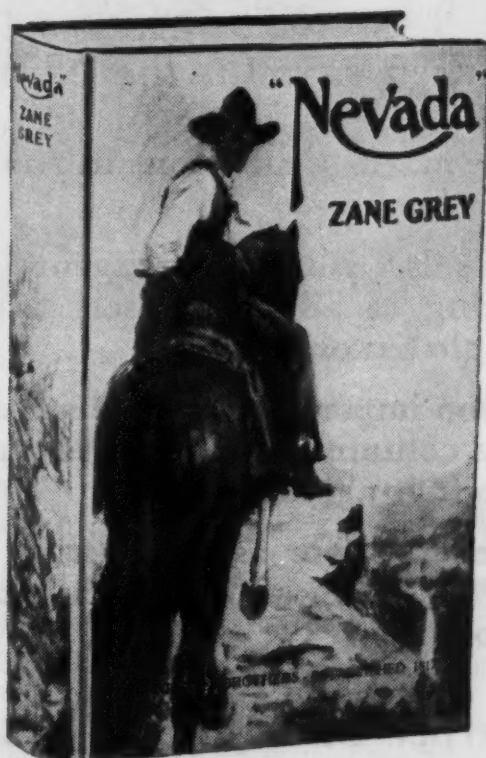
\$250

Second

\$100

Third

\$50



CONTEST

from

April 3rd
to May 1st



Photos of
windows
must be
received by
May 20th



Winners
announced
June 10th

JUDGES

FREDERIC W. MELCHER W. A. McDERMID CHARLES H. DENHARD

*This contest is open to all booksellers and will run from April 3rd
(Publication Date) to May 1st.*

Prizes will be awarded for the three windows that in the opinion of the judges contain the best *selling idea* for "NEVADA", Zane Grey's most brilliant cowboy novel. Anything from a live horse to a six shooter may be used to put across the idea that this is a thrilling novel which customers will want to buy.

Here is your chance to make from \$50 to \$250 in cash above what the window will earn for you in sales. Have your window photographed and send it to us by May 20th with a letter describing your display. Book jackets and posters furnished free. There will never be a better chance to make money on ZANE GREY.

HARPER & BROTHERS 49 East 33rd St., New York



Another Harper Success*

The Island Within

By LUDWIG LEWISOHN

Harry Hansen says (in the N. Y. World)

"—it marks a milestone in American books.

"—deals with the intelligent Jew trying to adjust himself to an Anglo Saxon world.

"—too important to be dismissed in a column. I am going to write about it again.

"—every bit as interesting as UPSTREAM and a much better book."

* Harper Successes of 1928:

A PRESIDENT IS BORN *By Fannie Hurst*

SO MUCH GOOD *By Gilbert Frankau*

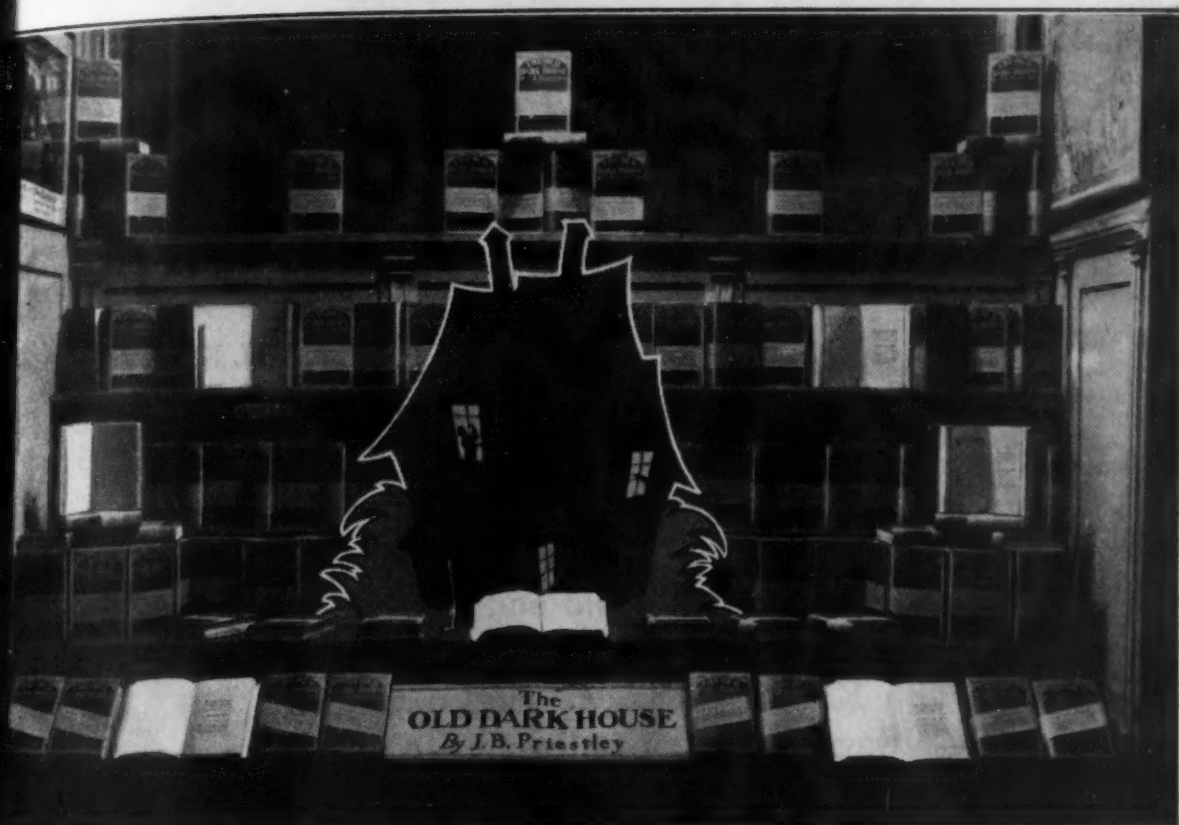
THE OLD DARK HOUSE *By J. B. Priestley*

THE WAY THINGS ARE *By E. M. Delafield*

MEAT *By Wilbur Daniel Steele*

BLACK MAJESTY *By John W. Vandercook*

HOME TO HARLEM *By Claude McKay*



DISPLAY IN WINDOW OF DAUBER & PINE'S BOOKSTORE
66 Fifth Ave., New York City

Do You Know

That Bookstores throughout the country sold 10,000 copies of the *Old Dark House* by J. B. Priestley, a comparatively unknown author, within the first two weeks.

That 8 out of every 10 people stopped as they passed to look at this window display of the *Old Dark House* at Dauber & Pine's bookstore on Fifth Avenue, New York?

That the closing chapters of this great mystery story are sealed and that money will be refunded on every copy returned by either customer or bookseller with the seal unbroken.

That *Advertising & Selling* said "After all these years, someone seems to have devised

a brand new advertising and selling idea for selling a book."

❑ That every critic but one in New York and one in New Orleans has praised this book highly. (See advertising in New York, Chicago, Philadelphia, and Boston papers)?

❑ That you can sell any quantity of this book that you want if you

1. Display the book opened to the seal.
2. Call attention to the guarantee.
3. Read it yourself and recommend it personally to your customers.

You will never have another opportunity like this to merchandise a book. Telegraph or write for an immediate shipment of

THE OLD DARK HOUSE

By J. B. PRIESTLEY

Every copy sealed—every copy guaranteed. Price \$2.00

HARPER & BROTHERS—PUBLISHERS

The Unique Travel Book of the Year

Pleasure—if Possible

3 Big Names Between Two Covers
Another HENKLE book that sells itself

KARL K. KITCHEN
HERB ROTH
WILL ROGERS

Travelers to Europe who consider Cathedrals "musty," chaperons "de trop" and the "personally conducteds" tepid and out of date, can stay at home and hit the high spots hilariously with Karl K. Kitchen. Fifteen years of travel—always in search of pleasure—results in this passport to the colorful life abroad.

Will Rogers genially agrees, in a preface, that Kitchen knows his subject, and the inimitable Herb Roth contributes hilarious illustrations. (Ready March 30—Second Printing.)

\$2.50



Another book for the traveler. In increasing demand since last fall.

Through The Heel of Italy

By KATHARINE HOOKER

The author of "Byways in Southern Tuscany," etc., takes us to fascinating places seldom visited, in a book of rare charm. Illustrated

\$5.00

The Monk of Hambleton

By Armstrong Livingston

The New Yorker:

"A thoroughly unpopular man meets his maker. We didn't guess the murderer. Recommended!"

Edwin Bjorkman:

"A convincing interplay of human wills. The character drawing is unusually good." 2nd Printing

\$2.00



A Daughter of Venice

By Ysabel De Witte

The romantic and diverse conquests of the beautiful Bianca Cappello, a superwoman of the sixteenth century. A story based on history and legend. A glamorous, swashbuckling tale of medieval days and ways.

"A glittering jewel of the Adriatic". \$2.00

RAE D. HENKLE CO. 45 FOURTH AVENUE
NEW YORK, N. Y.

A First Novel Soars in Three Weeks

Bright Avenues

By JOSEPHINE BENTHAM

Before advertising commenced: Three Printings Required. Reorders from 5 of New York's largest bookstores showed a 275% increase over their original orders.

N. Y. Times:

"Brilliant, admirable, with wise restraint."

Boston Transcript:

"Deserving of the highest praise. Undeniably Excellent."

Oregon Journal:

"Indescribably beautiful."

Phila. Inquirer:

"Gay, thoughtful, pertinent; the book stands apart."

Houston Chronicle:

"A masterpiece. Sparkle, color, wit and wistfulness."

Bright Avenues
By Josephine Bentham

A defense of modern youth, disclosing the specifications of "Miss 1928" — a refinement of the Flapper. New York Times says: "Admirable, pungent, swift, yet with wise restraint." Houston Chronicle: "A masterpiece. The panorama of the generation." N. Y. Post: "Packed with witty and memorable phrases, singing with youthful zest." **\$2.50**

Rae D. Henkle Co.
New York

It is

"Miss 1928" — her specifications.

It is

the newest of Eves — how she meets her problems.

It is

the panorama of this generation.

It is

vivid, quotable, intriguing.

It is

a defense of modern youth, revealing, and—needed.

An ARTISTIC Show-Card for the Asking

Further Cooperation: Belated first orders, for 10 or more copies, received before March 21, will be shipped transportation charges free.

PLEASE NOTE: This book sells itself—just display it and let the clerks sell the other books.

SINCLAIR LEWIS

*uses a different form in
his new book—the
monologue*



These hearty discourses of Lowell Schmaltz of Zenith, friend of Babbitt, reveal all of Lewis's genius for social satire. Four-fifths of the book has never before been published.

SINCLAIR
LEWIS'S

The Man Who Knew Coolidge

When the first monologue appeared in the *American Mercury*, BURTON RASCOE wrote in *The Bookman*, "If any one of Lewis's novels has had value and point, this piece has; because it is the epitome of all of Lewis's virtues as a writer."

Publication date, April 5th

\$2.00

On the same day! VIÑA DELMAR'S "BAD GIRL" \$2.00

HARCOURT, BRACE AND COMPANY, NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MARCH 17, 1928

Selection as a Corrective for Too Many Books

Elisabeth L. Lustig

The Booke Shop at 4 Market Square, Providence, R. I.

FEBRUARY, March and April are here. The snows descend, the floods come, and the publishers' representatives follow in quick procession. And what is the poor little bookshop to do? Shall the buyers take a chance and buy five or ten of every item, showing their undying faith that each book shown is the book of the spring? Shall they be conservative and buy one of each volume shown? Or shall they be ruthless and buy what to them seems suited to their own special type of customers?

That is the problem which faces booksellers at this season of the year. We must keep up with the times; we must have in stock the books that our readers are going to ask for; we must be ready for the demand at the psychological moment when it comes. How can we forecast that demand and be ready to meet it without buying every single book as it is published?

This past year The Booke Shop has clung with determination to a method of

steady but very conservative and selective buying. Books which we are sure of we purchase in "large" quantities of fives and tens. Those of which we are doubtful but enthusiastic we get in ones or twos—unless the salesman is very insistent. In the latter

HAS the output of new books become a flood? There are fewer new titles than before the war, but perhaps, as one bookseller has said, "There are more you have to pay attention to." If so the small bookshop has the most difficult problem of buying. We have asked Elisabeth Lustig, a partner of the successful Market Square Bookshop to give her advice.

case we are apt to trust his judgment. We find that most of the men who come here with their advance lines understand our point of view and are very co-operative. They tell us frankly when they do not think a particular book is necessary to our special type of trade, and are equally frank

when they think we are not aware of the importance or interest connected with certain books which their firm is to bring out.

"Our Times", Vol. 2, for instance, we knew in advance would be widely demanded. And while this was an expensive book we purchased as many as we would of a new volume by a popular novelist. On the other hand, we bought only three copies of "The Bridge of San Luis Rey" to begin with. We had done quite

well with the "Cabala," but thought we knew our customers well enough to be sure that this new book was "highbrow" and distinctly for the few. Here we were wrong, as subsequent weeks have shown. But it is always easier to reorder more than it is to dispose of books whose day has passed. And we have only to telephone our friends and allies the Rhode Island News Company for help; they are more than willing to deliver books to us several times a day. And without them we could never keep to this cautious policy.

All this went into effect because on December 31, 1927, when we took our inventory we found that we had in stock altogether too many books left over from the previous year. That is, our purchases had been in excess of our sales as concerned certain types of books which we invariably "fell for" and just as inevitably were probably to have on our shelves for the rest of our days. We determined that such a thing should never happen again. That we would be strong minded. That for one year we would restrict our buying as described above. We would purchase for the most part "sure fire" books, with here and there a flier on special volumes which our judgment told us would be of decided appeal to certain of our customers. We have found circulars and displays tying up with advertisements in the paper of great value in connection with this. To send out two hundred and fifty circulars it is necessary only to have four or five books in stock for display. The others can always be readily obtained. During 1927 we kept to this plan consistently. In the dull season we bought only what was necessary, and were steadily able to sell off "left-over" books from the previous year.

What then, was the result, when we took our inventory on the thirty-first of December? Obviously, fewer books on our shelves than ever before. The volumes from the current year which we still had, we had no worry about; we were sure that they would be sold within a month or two. As for those "Hoodoos" of past years, they

had practically all vanished. And the few that were still with us we flung on the 25c. Bargain Table, and bade them "good-bye for ever." We decided that our efforts had been decidedly well worth while.

This year we have systemized the plan a little. It is too early to tell what 1928 will bring forth. But we are certainly going to keep to a policy of selective buying. Aside from the practicability it is lots more fun for the buyer, and our natures are no longer weak. We have steeled ourselves to consider our own business rather than that of those who have books to sell. As a result we buy more books of the distinctly saleable kind in our own vicinity and fewer of the type that we can not sell. To revert to the "system"—our book-keeper worked it out for us, and whereas it may not be new to other book-shops, it is new to us, and seems very good. We have a definite monthly budget for book purchases. For instance if in January our salesman's orders have not quite come up to this, we can buy more books in February and March. We do not ever intend to exceed the limit. This is very helpful to those who are purchasing books, and keeps an even balance thruout the year. The budget, of course, does not include special orders which we shall be only too glad to send for by the thousand if customers wish them.

We have decided that "Selective Buying" is the only satisfactory policy for a shop of the character of our own. And aside from the monetary results and the ceasing of worries about books with which we are "stuck"—well there is a thrill about deciding just which are *the* volumes on which to center. There is a wonderful feeling of self-congratulation if we have made the right decision; and an even more exciting sense of hurry and flurry when we have missed an important best-seller-to-be and have to wire and phone all about in order hastily to replenish our stock. But this method is really excellent for us, and we hope that we shall be able to keep to such a policy for ever and ever and ever.



A Critique of Criticism

Being a "Point With Alarm" Article

Louis Bromfield

Of all the articles in "The Mirrors of the Year" just published by Stokes this article by Louis Bromfield on the shortcomings of critics has attracted the most attention and has the greatest interest for the booktrade. We reprint it here by permission of the publisher.

I

ONCE upon a time and not so long ago while engaged in exploiting the names and reputations of various individuals engaged in acting, writing or making pictures or music, we found our desk cluttered daily by fifty or more great metropolitan newspapers and most of the art, literary and musical papers. There were, to add to the heap, masses of clippings sent in by an efficient press bureau. It was part of our duties at that time to survey and examine the masses of reviewing and criticism, and so with the aid of one or two assistants it amused us to tabulate and place into categories criticisms favorable and unfavorable, criticisms hysterical with praise or hysterical with abuse. At the end of a year the most entertaining results had been obtained.

First of all it was discovered that there was no longer in America any such thing as the reviewing of books or plays. All of the writing which commonly passes by the name of reviewing had entered definitely into the realm of opinion and criticism. The only exception occurred in cases where newspapers had not even troubled to read volumes sent for review but had simply reprinted the blurbs supplied by publishers on the paper jackets. Naturally these reviews were quite favorable. Secondly it was discovered that no less than one hundred and thirty-seven novels had been acclaimed publicly as "the best novel of the year." The same crown was bestowed upon twenty-seven biographies. Some "critics" even went further and announced the discovery of the best novel of the past twenty-five years or the best biography of the past decade. The same thing held true

in the world of the theater. In the case of one well-known critic it was discovered that his year was indeed a big one: unaided he had found nine best novels, three best biographies and five best plays.

Surely, one thought, on regarding this startling mass of data, here was a record of which American letters might well be proud. What other nation in the world could produce one hundred and thirty-seven best novels? What other nation in the world could give rise to a critic capable of unearthing nine best novels, three best biographies and five best plays in a single year? This record was kept, it must be borne in mind, only by drawing upon those journals and publications of distinction or of large circulation. How many laurel crowns were bestowed in the provinces it is impossible even to calculate. It enters the realms of the fabulous. We confined our investigation to those papers in which we looked for a wider sophistication, a greater poise and a finer restraint.

With the assistance of helpers we undertook to cross file the volume of criticism in another fashion—the good against the bad; and in at least sixty per cent of the cases we found the results utterly baffling. The poor author was unable to draw any sane conclusion except perhaps that criticism in America was a mad business. Side by side were to be found reviews condemning the author as a tyro and praising him as the best writer of the past decade. This statement savors perhaps of exaggeration. It is not greatly exaggerated. More often than not it was scrupulously true. Side by side were articles praising his style and condemning it. The total value was very often nil: the things canceled each other. If the writer was to look for any help he

* Copyright, 1928, Louis Bromfield.

must choose critics in whose honesty, judgment and intelligence he could believe. This is difficult if not impossible, since writers are not much different from actors and are likely to regard all praise as sound and true, and all dispraise as the work either of spite or of some upstart.

At this point, after barely two pages of copy, I find myself in trouble over the very word criticism. Obviously there is need for another word. The word book reviewing does not suffice since the act it denotes no longer exists in America. One could write of criticism and "criticism": that seems to be the only solution and it is a poor one. Something appears to be wrong with American criticism. One is led to the dreadful suspicion that it is in the process of swallowing itself and that in a few more years there will be little but advertising, free publicity and wise-cracking. The little would include the few remaining men and women with a respect for literature as such, and those psychopathic individuals who concern themselves with the isms and with adoration for some special figure or theory. It does not seem an illogical development.

The entire value of the superlative having been thus destroyed by our reviewers, our college professors and our various odd and assorted scribblers, let us pass on to the next consideration. It is this (a consideration barely worth mentioning) that of course there is no such thing as "the best book or play of the year, month, week or day," any more than there will ever be that thing called vaguely "the great American novel." It would perhaps be a little less absurd to write that "this is the best novel of contemporary manners" or "the best novel of the Eastman school" or "the best romantic novel," but even such statements are rather silly. It is not, I suppose, the business of the critic or the reviewer to go about in a frock coat pinning blue ribbons on this book or that play. It is his business, if we are to regard contemporary criticism in America as worth discussing, to dissect, to weigh, to value the merits of a book or play and to write about it with that judgment and poise which will lead one to listen with respect. It must certainly be the duty of those writing for the great newspapers to give Mr. Smith of Kansas City, or Miss Jones of Bath,

Maine, some idea of the book or play reviewed, some idea of it beyond questions of its style and whether it belongs to this school or to that. Mr. Smith and Miss Jones are paying down good money for something to divert them. They are not interested in whether a book derives from Sterne or James Joyce. But all this comes within the realm of book reviewing, so we need not discuss it. Everything is high brow. Everything is criticism. Any man or woman who is able to read or write is a critic if he says so. That is what makes the use of the very word criticism complicated and difficult if not impossible.

It is certainly not our purpose here to complain of the critics for neglecting their work or for being unjust to men and women who labor for years over a single book or play; on the contrary their fault lies in quite the opposite direction. Nor is it our plan to attack them with the hoary, idiotic assertion that they are disappointed creators. The critical faculty in its perfection is infinitely more rare than the creative and in its relation to the nation it is likely to be far more important than the creative faculty of any single genius. The critic is a man who should mold and guide—a man possessed of humor, sympathy, detachment, calm and judgment—a man who surveys the whole field from an Olympian height. It is not his business to drag into his criticism the quarrels and bickerings of individual cliques and writers, nor the details however preposterous and amusing of his own life, family and household; it is not his business to make cheap puns and jokes and to turn handsprings upon a platform raised by a circulation of five hundred thousand above a public of honest readers; and it is certainly not his business to rush red-faced and shouting into the critical arena announcing with gusto, "I have found the best something or other of the past twenty-five years." These qualities do not imply that he must be pompous. They imply, I think, that he be above all else honest and that he should have a respect for his own job, for it is a dignified one however ill paid in dollars. If we are to rule out all such standards and take criticism as a joke, then even a Hottentot chieftain may become a critic as soon as he learns to read and write American.

There are in America beyond all ques-

tion a number of young men and women who have these qualities and who are writing criticism and not "criticism." The question is whether they will ever grow to full stature in the face of all the temptation and all the underground influences which afflict the American scene. We have certainly no Taine or Sainte-Beuve or Matthew Arnold. We have no Randolph Bourne or James Huneker with their gifts of seeing to the bottom of things and of relating and interpreting the culture of the old world as well as the new. Something seems to happen to promising young men and women in America. It happens to creators as well as critics. In order to analyze what this thing may be and what are the causes of it one would need a whole volume rather than a meager ten pages.

It may be the old question of money—that the cheap writer and the cheap critic are too well paid. Yet there we find ourselves face to face with that old truism that art goes where money is. It is true, I think, that editors do not want the work of young men and women who write abstractly and with a sound judgment: they do not want the young men and women with a background qualifying them for their jobs. In this day of tabloids, of intimate personal publicity, of Confession and True Story magazines, a sound mind is not jazzy enough. One must move with one's century or be overwhelmed by it. We do not set down these remarks so much in sentimental regret as in simple observation. A kind of colossal vulgarization has overtaken American criticism with the result that the word itself now covers everything from the genuine article to the wisecracks of the lady columnist of Tinkersville, Oklahoma. There are art, book and music pages from one end of the country to another, from the great metropolitan dailies to the county weeklies. All this speaks very well for America's interest in the arts; it is perhaps an augury of some great flowering to come. But at the moment it also speaks ill for the high art of criticism. It has made articulate a horde of cranks and exhibitionists and near-illiterates who have audiences of thousands, and a universal cheapening has resulted. One hears often enough complaints against creative writing in America but nothing against so-called critical writing.

There is no doubt that in our own generation the critic is having a hard time. It is eminently an age of experiment and change wherein all sorts of new things good and bad are being attempted, wherein fashions change with a startling rapidity. And all this places those who are concerned with valuing contemporary art in an extremely difficult position. Curiously enough the trend of the time appears to have made the bulk of criticism extremely bold rather than overcautious. It is a day of overstatement rather than understatement. Schools of writing, as well as individuals, spring overnight into sudden wild prominence and a few years later are utterly forgotten and more often than not discredited. In *Les Faux Monnayeurs* André Gide repeats the old truism that nothing dates so quickly nor is so dead when dead as a literary radical. It is not necessary to take up examples; any one familiar with the progress of the arts in America has noted the unfortunate victims of the immediate past. It has not only ruined a number of promising creators perhaps for a period of years, perhaps forever, but it has carried with it a shocking number of budding young critics with a genuine passion for their work. They have staked all on a single cause, denied merit to all else, and, protesting bitterly, have gone down with their ship when the fashion changed. In the tabulation made less than four years ago, there are names already dead and almost forgotten.

It is not difficult in this day of cheap laurels for a new writer to win praise. There is a kind of nervous anxiety for some one new on the horizon, some one who can be seized and quickly decorated with the "best writer" badge. The effect upon the victor or the victim (one never knows which it may be) is as often as not disastrous to himself. Unless he or she be a youth gifted with balance, humility, humor and self-criticism (without which he cannot survive) he is likely to be taken at once with a bad case of *folie de grandeur*. The literary path of America during the past fifteen years is strewn with the blanching bones of young prodigies who on the publication of a single autobiographical novel have been hailed as new literary Messiahs. There is a rather tragic game in America called Discovering a New

Author and most "critics" play at it. The young fellow gets no honest valuable criticism when he needs it most. But the greatest sufferer is perhaps the American literature yet to come. If there is such a thing as criticism in America (save for the work of a tiny handful) its general effect is devastating rather than constructive, and it is devastating very frequently from the kindest of motives. Sometimes its devastation arises simply from that impersonal game called Discovering a New Genius.

The idiocy of the "best book" idea has become virtually a commercial affair. The gullible American public is singularly innocent of much that goes on in the world of writers, playwrights, producers, publishers and critics. It is innocent of the tricks, the feuds, the cliques, the trading, the bartering that goes on in that world. The public believes that all is conducted upon a pure and holy basis watched over by avenging muses. It believes this as profoundly as it believes that any party filled with people who are "doing things" is a fascinating party. It is especially gullible in the matter of literary awards. The effect of a prize on the public is overwhelming. It believes that any book decorated by a blue ribbon is a great book. Frequently a prize raises the sales of a book from five thousand to a hundred thousand. It is true of all and any prizes from the much publicized Pulitzer award to the prize offered by the local high school for the best essay by one of the senior class. Publishers, always slow and conservative, have at length discovered the value of prizes and have taken to pinning them upon their own publications. And in America prize money is money better spent than on the advertising columns of literary reviews and newspapers where each book is advertised as the best and most beautiful and the best selling and what not.

The business of awarding prizes has undergone within the past two years a new and purely American modification in the organization of societies which arrange your reading for you painlessly and by the month—organizations which advertise that they "will solve your reading problem." From the point of view of criticism two

obvious abuses are involved: (1) the employment of dignified critics in a commercial enterprise, critics who by implication at least, announce with the certainty of Joseph Smith that God has revealed to them the best book of the month, and (2) the employment of creative writers to pass judgment upon the writing of other authors. There are other ramifications. These are the two most important. The influence of these organizations is of immense commercial importance to a newcomer in the literary field. It is likewise of immense importance to his publishers. The rates of discount asked by these clubs are from the publisher's point of view preposterous, leaving him with an invisible margin of profit. It is a singular piece of parasitism and it has certainly little to do with the art once known as criticism, yet it continues to involve some of our most promising and able critical writers.

Investigating the assertion of one of these organizations that "it solves your literary problem," Herschel Brickell,* critic of the *New York Evening Post*, compiled a partial list of the reading a subscriber would have missed during the past year if he had taken the slogan as the truth. Such a subscriber, Mr. Brickell points out, would have missed Julia Peterkin's "Black April," Eleanor Carroll Chilton's "Shadows Waiting," Edna Bryner's "Andy Brandt's Ark," Willa Cather's "Death Comes to the Archbishop," Edith Wharton's "Twilight Sleep," Virginia Woolf's "To the Lighthouse," O. E. Rølvaag's "Giants in the Earth," Thomas Mann's "The Magic Mountain," and James Boyd's "Marching On." In biography Guedalla's "Palmerston," Ludwig's "Napoleon" and "Bismarck," Harold Lamb's "Genghis Khan," Huddleston's "Gentleman Johnny Burgoyne," and Mary Agnes Best's "Thomas Paine." It would of course be an amusing thing to compare this partial and very catholic list even in ten years from now with the list that is advertised as "solving your reading problem." Already the one list makes the other seem a little weak.

* Since the writing of this article, Mr. Brickell has joined the editorial staff of Henry Holt & Co.



Books for the Country Home

EVERY intelligently conceived home should have its reference library supplied with at least one volume on all those subjects which fundamentally affect

the daily work and play hours of all the members of the family, says Rebecca Hourwich in February *Country Life*; these are the volumes which she selects:

- "POPULAR ENCYCLOPEDIA OF HEALTH." Frankel and Armstrong. *A. & C. Boni.* \$3.50.
- "THE ESSENTIALS OF HEALTHFUL LIVING." Sadler. *Macmillan.* \$3.50.
- "FIRST AID TO ANIMALS." Dr. Leonard. *Harper.* \$2.50.
- "HEALTHY MOTHERS." Baker. *Little, Brown.* \$1.25.
- "HEALTHY CHILDREN." Baker. *Little, Brown.* \$1.25.
- "HEALTHY BABIES." Baker. *Little, Brown.* \$1.25.
- "THE CARE AND FEEDING OF CHILDREN." L. E. Holt. *Appleton.* \$1.25.
- "THE BOSTON COOKING SCHOOL COOK BOOK." Fanny Farmer. *Little, Brown.* \$2.
- "THE MODERN COOK BOOK." Schwarzkopf and Others. *A. & C. Boni.* \$2.
- "FRENCH HOME COOKING." de Pratz. *Dutton.* \$2.50.
- "THE FRENCH PASTRY BOOK." Crippen. *Brentano.* \$1.75.
- "CAMP GRUB." E. Jessup. *Dutton.* \$3.50.
- "MENUS FOR EVERY OCCASION." Tipton. *Stokes.* \$2.50.
- "THE UP TO DATE WAITRESS." Hill. *Little, Brown.* \$1.75.
- "THE NEW HOUSEKEEPING." Christine Frederick. *Doubleday, Page.* \$1.
- "A HOME OF YOUR OWN." Della Thompson Lutes. *Bobbs-Merrill.* \$3.50.
- "SPENDING THE FAMILY INCOME." S. A. Donham. *Little, Brown.* \$1.75.
- "THE HOUSE OF SIMPLICITY." E. D. Seal. *Century.* \$3.
- "INTERIOR DECORATION, ITS PRINCIPLES AND PRACTICE." Frank Alva Parsons. *Doubleday, Page.* \$3.
- "COLONIAL FURNITURE IN AMERICA." Luke Vincent Lockwood. *Scribner.* \$30.
- "QUILTS, THEIR STORY AND HOW TO MAKE THEM." M. D. Webster. *Doubleday, Page.* \$2.50, \$5.
- "A BOOK OF HAND-WOVEN COVERLETS." E. C. Hall. *Little, Brown.* \$2.
- "COLLECTING HOOKED RUGS." Waugh and Foley. *Century.* \$2.50.
- "ANTIQUE FURNITURE." F. W. Burgess. *Putnam.* \$2.
- "ANTIQUES." Sarah W. Lockwood. *Doubleday, Page.* \$3.50.
- "A GEOGRAPHY OF AMERICAN ANTIQUES." Lurette Guild. *Doubleday, Page.* \$4.
- AUDEL'S "CARPENTER'S" AND "BUILDER'S GUIDES." *T. Audel & Co., New York.* \$1.50 each.
- "TINKERING WITH TOOLS." H. H. Saylor. *Little, Brown.* \$2.
- "HOME CONVENIENCES." F. W. Ives. *Harper.* \$2.
- "HENLEY'S TWENTIETH CENTURY BOOK OF RECIPES." *Henley.* \$4.
- "MOTOR BOATS AND BOAT MOTORS." V. W. Pagé. *Henley.* \$3.
- "AUTOMOBILE REPAIRING MADE EASY." V. W. Pagé. *Henley.* \$3.
- "THE HOME RADIO UP TO DATE." Verrill. *Harper.* \$1.
- "THE BOOK OF WINTER SPORTS." W. D. White. *Houghton, Mifflin.* \$2.75.
- "SNOW AND ICE SPORT." E. Jessup. *Dutton.* \$3.50.
- "THE BOY'S BOOK OF CANOEING." E. Jessup. *Dutton.* \$2.
- "READ 'EM AND WEEP." Sigmund Spaeth. *Doubleday, Page.* \$4.
- "BLUES." Handy. *A. & C. Boni.* \$3.50.
- "OUR TREES AND HOW TO KNOW THEM." Emerson and Weed. *Lippincott.* \$3.50.

February Best Sellers

"**T**HE BRIDGE OF SAN LUIS REY" has outstripped all its rivals, jumping from fourth to first place among fiction best sellers. Practically every city which sent in a report to *Books of the Month*, compiler of the Best Seller List, included Thornton Wilder's novel, which has been so highly praised by critics. Ninety stores out of 103 voted for it, and in the far west, every store named it on its list. "Claire Ambler" is again second, followed by "A President is Born," which went up from eighth to third place during the last month. At six, seven, eight and nine are titles new to the list. "The Ugly Duchess," Lion Feuchtwanger's story of medieval Europe leads them. "Red Rust," by Cornelia Cannon, another novel of middle western farm life is next. Then comes "Peggy By Request," Ethel M. Dell's latest romance. Ninth is the best selling detective story of recent years, "The Bellamy Trial" by Frances Noyes Hart. Mrs. Hart uses the unusual method of unravelling the murder mystery during the trial of two suspects, every scene being laid in the courtroom. It has already been announced that "The Bellamy Trial" is to be dramatized for Broadway production. Other new fiction titles that have come to the front during the past month are "Iron and Smoke" by Sheila Kaye-Smith, "The Old Dark House" by J. B. Priestley, "The Poor Gentleman" by Ian Hay, "Wintersmoon" by Hugh Walpole, "November Night" by the anonymous author of "Miss Tiverton Goes Out," "Better Angels" by R. H. Little and "The Portrait Invisible" by Joseph Gollomb.

There are not so many changes on the non-fiction list, which is always affected much more slowly than the fiction list by the influx of a new season's books. There is a new leader, however, "Mother India" having stepped from third to first place. "Napoleon" has taken third place and at fourth is a new biography, "Disraeli." The author of this life of the great Victorian statesman is André Maurois, whose "Ariel" was a best-selling biography for a long time. Undoubtedly "Disraeli" will follow in its footsteps. At nine is a new "game"

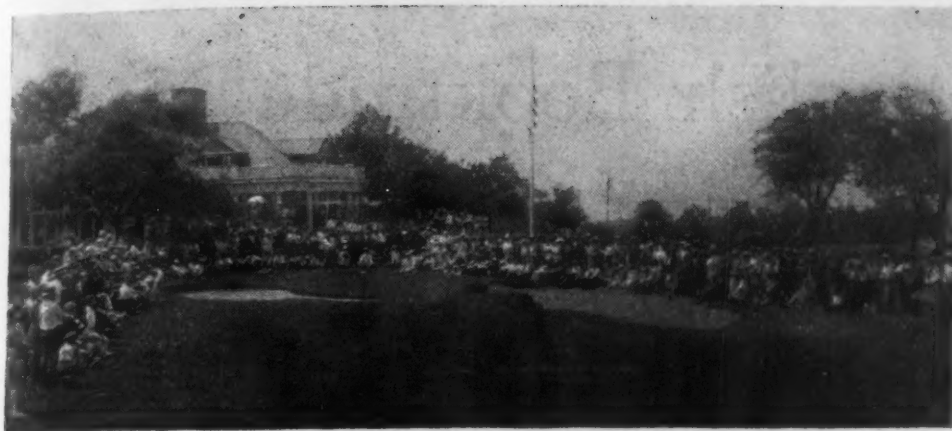
book, "I've Got Your Number" by Doris Webster and Mary Alden Hopkins. The "game" in this case is to read other persons' characters by their answers to certain sets of questions in the book. Among the non-fiction titles which are popular, but which have not yet reached the best-seller class are "My Life" by Isadora Duncan, "A Son of Mother India Answers" by Dhan Gopal Mukerji, "Christ at the Round Table" by E. Stanley Jones and "The Great American Band Wagon" by Charles Merz.

FICTION

- Wilder. "The Bridge of San Luis Rey." *A. & C. Boni.* \$2.50.
 Tarkington. "Claire Ambler." *Doubleday, Doran.* \$2.50.
 Hurst. "A President Is Born." *Harper.* \$2.50.
 De La Roche. "Jalna." *Little, Brown.* \$2.00.
 Deeping. "Kitty." *Knopf.* \$2.50.
 Feuchtwanger. "The Ugly Duchess." *Viking.* \$2.50.
 Cannon. "Red Rust." *Little, Brown.* \$2.50.
 Dell. "Peggy By Request." *Putnam.* \$2.00.
 Hart. "The Bellamy Trial." *Doubleday, Doran.* \$2.00.
 Cather. "Death Comes to the Archbishop." *Knopf.* \$2.50.

NON-FICTION

- Mayo. "Mother India." *Harcourt, Brace.* \$3.75.
 Horn. "Trader Horn." *Simon & Schuster.* \$4.00.
 Ludwig. "Napoleon." *Boni & Liveright.* \$3.00.
 Maurois. "Disraeli." *Appleton.* \$3.00.
 Lindbergh. "We." *Putnam.* \$2.50.
 Thomas. "Count Luckner the Sea Devil." *Doubleday, Doran.* \$2.50.
 Ludwig. "Bismarck." *Little, Brown.* \$5.00.
 Durant. "The Story of Philosophy." *Simon & Schuster.* \$5.00.
 Webster and Hopkins. "I've Got Your Number." *Century.* \$1.00.
 Sullivan. "Our Times," v. 2. *Scribner.* \$5.00.



An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

25 East 10th Street, New York City

BOOKSELLERS! The great open spaces of Atlantic City are calling. The boundless outdoors and the infinite atmosphere whisper an invitation to you. Are you "all set" for a trip to the World's Playground? When the April bills have been put in the mail and Johnnie (or Julia), that rare assistant who is able to keep things going during your absence, has been given the necessary instructions; when you have placed your order with the last of the April travelers and have signed that letter in which you ask for bigger and better discounts, hang out a "Gone for the Week" sign, swing aboard (and take Mrs.—or, perchance Mr. Bookseller with you) that train for Atlantic City and the twenty-eighth convention of the American Booksellers' Association.

Think what you'll miss if you miss it. There will be booksellers from all parts of the country, and publishers, too,—friends and acquaintances who may not have seen you for a year. There will be a business program which George W. Jacobs says, "will be in itself worth the price of admission," and a round of parties which Howard M. Jacobs says, "will be in itself worth the price of admission."

Booksellers and publishers play golf, and golf there will be. The picture shown here is that of the golf course which will be used for a tournament during the convention. It is not a product of the trick photographer's camera, and you may be sure that it

actually exists. H. D. Carbary, the Ambassador's publicity expert, assures us that he has arranged with the weather man so that day will be fine and clear. For those who do not, because of humane reasons, shoot golf, there will be a baseball game between the married men and the bachelors. If you swim, there is the Ambassador's Private Ocean, and as for dancing, there will be dancing every evening. During your spare moments (humor) you may promenade on the boardwalk and perhaps become an auction follower. Attending auctions is the great outdoor sport of many people who visit Atlantic City. It is one of the costliest habits ever formed.

Serving with the Messrs. Jacobs are Messrs. William S. McKeechie, Chairman of the Reception Committee, Theodore E. Schulte, Chairman of the Printing Committee, Dave O'Connell, Chairman of the Transportation Committee, and Ike Ottenheimer, who is going to get two hundred and fifty Convention fare certificates, and as a consequence a fifty per cent reduction on the return fares, from the attending members. Mr. Ottenheimer is going to request us to ask that all booksellers make it a point to get their convention fare certificates when purchasing their tickets—so we'll ask it now. Please do!

The convention is to be held at the Hotel Ambassador, Atlantic City, New Jersey—May 14-17. We suggest that you write for your reservations *at once*.

English Booktrade News

From Our London Correspondent

Cheap Books

THERE is certainly a tendency to meet the requirements of the slender British purses, and to entice more buyers of books. There is not the slightest doubt that many individuals become booklovers by way of the popular volume. They learn the habit of reading thru the means of these cheap publications, and rise eventually to that point which is so desirable from the publishers' and the booksellers' point of view—the point at which they buy new books. Cheap books need not necessarily be poorly made books. British manufacture has now reached a fine state of efficiency, and the cheapest of the works are good specimens of typography. The latest ventures in cheap volumes are in two directions. Chatto and Windus, who are noted for their excellently-made publications, are publishing a new collection of books called *The Phoenix Library*, which is published at 3/6 each. The first volumes are by Lytton Strachey, Aldous Huxley, Arnold Bennett, David Garnett, and Hilaire Belloc. Collins & Son are putting on the market what they call the publishing sensation of 1928. It is a series of best selling novels published at the pre-war price of 1/-. Collins have arranged for thirty titles so far. They include novels by Michael Arlen, Rose Macaulay, Mrs. Alfred Sedgwick, J. C. Snaith, Mrs. Agatha Christie, J. S. Fletcher, and Robert Ames Bennett. We ought not to forget to mention in this paragraph that fine series, "*The Travellers' Library*," which Jonathan Cape publishes. It is issued at 3/6 and is a most valuable collection of books.

At the same time, because materials and cost of labor are still high, it is hardly practicable to lower the published price of new books in general. As we have said before, books have been less advanced in price as a result of the war years than any other kind of thing.

Book Prices

There has been a discussion in one of the Sunday papers on the question of the price of the forthcoming big three-volume edition of Lord Curzon's life. It had been said that this work was being published in too large a form, and at too high a price; that it ought to have been condensed into one volume, and published at a price within the reach of everyone. It would seem to us that this is not a well-considered view, because Lord Curzon's life was a comprehensive one, and from what we have seen of the material there is no sign of padding in it. As Sir Ernest Benn says: "To talk of a 7/6 volume as the form of the present work is simply absurd." The historical material is so important as to justify being put on record in detail. But it does raise the question of the price of books. "Are books too dear?" is what everybody is asking.

Gentlemen Prefer Blondes

Following the previous paragraph, one would say that books are getting cheaper! For the Hutchinson's are announcing a six-penny edition of this famous American story.

Dr. Rosenbach's Book

"Books and Bidders" by Dr. Rosenbach has made its appearance here thru the House of Allen and Unwin. It is receiving considerable attention in the press, and we should judge that it will have a very good sale. It is certainly very entertaining.

The Richards Press

John Hamilton Limited and the Richards Press are in amalgamation. C. H. Daniels, who was for some time head of the London Branch of Brentano's, is directing the combined undertakings of the two companies which have been merged into one. As before reported that very experienced publisher, Harold Shaylor, is now head of Brentano's, London.

Heinemann's Move

The publishing firm of Heinemann, says *John O'London's Weekly*, recently made an interesting move. The old London offices in Bedford Street have been deserted for new premises at 99 Great Russell Street, a fine house in Bloomsbury, which is listed as one of the historical monuments of London. Built by the Earl of Thanet in the late seventeenth century, its most interesting tenant was Dr. Johnson's friend, Topham Beauclerk, who died there, and was visited there by all the literary celebrities of the day. As I intimated some time ago, Heinemann's have also established, at Kingswood in the Surrey Highlands, beautiful new premises where all their books and magazines will be printed and bound, and part of the editorial work carried out. These new premises stand far from any railway, the idea being that the work-people should be given the best possible atmosphere for their labors.

A Novelist On Publishing

Michael Sadleir said not so long since that "The raw material of publishing was human character and the imagination of other people, and this had to be so manipulated by the publisher as to make a marketable commodity. He had to compromise between ideals and commonsense. He had a joint duty to letters and society and to

himself." This is a very interesting statement, and altho I have taken it from a longer consideration of some present day problems in publishing, the excerpt stands well by itself. Mr. Sadler is both a successful publisher—he is, of course, a director of Messrs. Constable—and a novelist. I do not know anyone else who is so prominent, or so successful in both authorship and publishing.

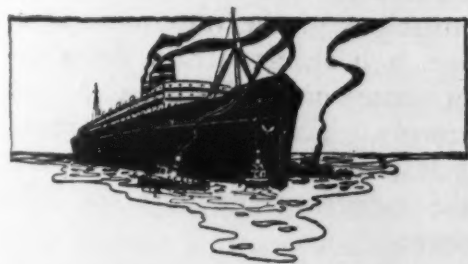
W. B. Maxwell

It is of interest to note that W. B. Maxwell, who has just resigned the Chairmanship of the Society of Authors, is the eldest son of a publisher, and a very famous publisher indeed. He was Mr. Maxwell, who was the original publisher of the famous Victorian novelist, Miss Braddon. Readers will remember Miss Braddon's notable novel, "Lady Audley's Secret." The new Chairman of the Society is Lord Gorell. Mr. Maxwell remains Chairman of the National Book Council.

Literary Centenaries

The year 1928 will have some notable literary centenaries. John Bunyan was born in November, 1628; Oliver Goldsmith, November 10, 1728; Henrik Ibsen, March 20, 1828; D. G. Rosetti, May 12, 1828; and Leo Tolstoy, August 28, 1828. All of these centenaries will attract more or less attention in England and America.

Have You Tried This?



THE Hidden Book Shop, New York, recently sent out this announcement: "This is a small shop, and I have on hand only the new and popular books. But—

"If notified by one o'clock, I can secure almost any book that same day; after one, by the next noon.

"If you call, write, or telephone, books will be delivered at any time you wish to your office or to your home, to a steamer or to the post-office.

"If you leave a standing order, I will send books each week or month chosen to suit your own preferences.

"My best satisfied customers are those who trust me the most, having me send 'five thrillers to Mr. Brown on the Aquitania,' 'something sophisticated to Mrs. Smith who is ill,' or even 'fifty books for the yacht library.' If a book service of this type would be useful to you, I would be glad to serve you."

Two lists of books were enclosed. One headed "If a Lady Goes a-Voyaging, Send Her: The other—"For His Deck-Chair Reading":

* * *

CHARLOTTE BOARDMAN ROGERS, formerly head of the Educational Department of E. P. Dutton & Co., and Mrs. C. Frederick Houston keep their new bookshop open at hours convenient to business and professional people and to men and women of leisure. Mrs. Houston is in charge of the shop from ten a.m. to one p.m.; and Miss Rogers, from seven p.m. to eleven p.m. The shop is called the Seven to Eleven Book Loft and Library Service, and it is at 59 East 96th Street, New York.

* * *

INGENIOUS indeed was a window exhibit recently featured by a Belmar, N. J., bookshop. The floor of his window, covered with overlapping strips of alternating black paper and red paper, resembled a huge checkerboard. In place of checkers, however, were used various books, which were placed on the black squares in much the same way as checkers would be lined up at the start of a game. A streamer spread clear across the face of the window screamed: "It's Your Move, Come In."

* * *

FOR a long time, Harris-Emery's, in Des Moines, Iowa, has maintained an "appointment register." This is a book placed just inside the main entrance of the store; and in it, customers can write where they will meet their friends or where they have gone if they were to have met them and wish to leave before the friends arrive. Not only is the register an active builder of goodwill but it is also a source of live names for the concern's mailing list.

* * *

BEIMEISTER, Washington, N. J., didn't have much money to spend for advertising. But the little he did have, he wanted to use in such a way that people would remember him. So he resorted to advertising in the classified sections of the daily newspapers in his city. This is one way he did it:

LOST—A chance to step into a better job at an increased salary. The one who lost this probably failed to realize that in order to reach the top, one must have the general all-'round knowledge such as only books can give. Loser will report to Beimeister and learn something to his advantage.

* * *

THERE are two retailers in Spartanburg, S. C., who are firmly convinced that inter-cooperation pays. One is a men's and boys' clothier, The Cannon & Fetzer Co., by name; the other is a bookshop called Ligon's. For a long time, each of these concerns has devoted one of its windows to the display of merchandise kept by the other. A small announcement indicates where the goods can be secured. As the stores are located in different parts of the town, this exchange of displays gives their window advertising wider latitude.

* * *

THERE are so many bridge fans in Elizabeth, N. J., that Cohen Brothers have been obliged to resort to a novel means of advertising. For a nominal sum, very nominal, indeed, they will present a customer or prospective customer with a deck of cards. This is the regular bridge deck, but the backs of the cards, instead of being decorated with an ornate design, are devoted to brief messages about the best sellers they carry in stock.

* * *

AFTER he had secured a list of the members of the fraternities in a local college, a book retailer in Boise sent out to each name on the list one of his monthly statements. The statements were individually headed with the names and addresses of the recipients and bore the following message:

"You don't owe me a penny. I wish you did, for your credit would be good here. I am sending you this statement simply to remind you that you owe it to yourself to call and see my new novels and biographies. Every book that is being discussed in literary circles you will find among my stock."

Religious Book Club Selections

THE Religious Book Club, organized two months ago with a committee headed by Dr. S. Parkes Cadman, is sending out "Constructive Citizenship" by L. P. Jacks (*Macmillan*) as its March book. The Committee also gives recommendation to "The Ruined Abbeys of Great Britain" by Ralph Adams Cram (*Marshall Jones*), "Lausanne: The Will to Understand" by Edmund Davison Soper (*Doubleday, Doran*), "Current Christian Thinking" by Gerald Birney Smith (*University of Chicago Press*), "Fishers of Men" by Glenn Clark (*Little, Brown*), and "The Glorious Company" by Tracy D. Mygatt and Frances Witherspoon (*Harcourt, Brace*). The 8-page circular which goes to 5,000 members also relists the recommendations of the past three months, so that some twenty items are reemphasized.

The other members of the editorial committee are Bishop Charles H. Brent, Dr. Harry Emerson Fosdick, Bishop F. J. McConnell and Pres. Mary E. Woolley of Mount Holyoke.

An Elaborate Extension of the Chain System

DURING the next ten years Montgomery, Ward & Company are to establish 1,500 chain stores covering cities in all parts of the country. The outlet of the large mail-order houses for books has been a familiar feature of American book-selling for many years, and both Montgomery, Ward, and Sears Roebuck have had active book departments, specializing in the types of books that have a large general sale, popular copyrights, dictionaries, Bibles, etc. Whatever plans may be made for the display of books in this large system, at least the extension of the activity would probably increase in proportion the number of books sold for this famous firm.

The Reviewer's Version

"This scenario doesn't seem to follow your book."

"Some critics consider it much better. They dramatized the book review."—*Louisville Courier-Journal*.

Women Booksellers Have Successful Banquet

AT the Hotel Commodore on March 6th the Women's National Book Association held the largest and most successful of its series of annual banquets. Over 800 covers were laid in the main hall, and dancing was enjoyed afterwards. The president, Mrs. Lilian Gurney of Gimbel Brothers' book department, presided, and with her at the head table were Mrs. Pauline Sherwood, first president of the Association, Mrs. Muriel Simpson Fitzsimmons of Frederick Loeser & Company, last year's president. The guests of honor included John Clyde Oswald, distinguished editor and authority on printing, an after-dinner speaker of delightful wit and tact; Dr. Sigmund Spaeth, who can always make a large group like this enthusiastic with his revival of old songs; Louis Golding, author of "The Miracle Boy," a young English writer who has been visiting this country; Mrs. Helen Rowland, author of "This Married Life," and well-known columnist on the *New York Journal*. Frederic Melcher, editor of the *Publishers' Weekly*, acted as toastmaster, and Robert Sherwood as announcer extraordinary.

The Association was organized just ten years before, when eight women connected with the bookselling business met at Sherwood's Bookstore to discuss the possibilities of their coming together. Ever since then there have been monthly meetings in New York during the winter season and each year a banquet, when all the trade and the travelers come together for a social time. Among the past presidents who were in the audience and were called up for recognition were Madge Jenison, whose new book, "Dominance," has just been published by Doubleday, Belle M. Walker of the American News Company, Marion Cutter of the Children's Book Shop, and Mrs. Effie C. Hubley-Berkman. Much credit was due to Adeline E. Parker, who had charge of the seating arrangements. The Association welcomes to membership women from all parts of the country who are connected with the retail of books in bookstores or book departments.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

March 17, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Plan Now for Atlantic City

IT is none too early for booksellers to write to the Hotel Ambassador at Atlantic City and secure their reservations for the four days of the convention, which begins on May 14th. The hotel is one that has proved especially satisfactory for conventions and will give excellent quarters and service. Secretary Meyers has been in touch with the hotel managers and has the assurance of plenty of room for those who sign up promptly. One advantage of this hostel is that it has a big indoor swimming tank, which can add very much to a spring visit when the ocean is cold.

Plans for the program are going forward under the direction of George W. Jacobs, with an effort to organize around the central themes of buying, selling and advertising; first, general talks on these subjects, and then round table discussion of the themes on the following day. Thus the booksellers will get new inspiration for their important problems, supplemented by an opportunity to talk the subject over in conference.

Send reservations now to The Ambassador Hotel, Atlantic City, N. J.

*Make room reservations of
A. B. A. Convention
Ambassador Hotel, Atlantic City.*

More Books for Ministers

THE proposal embodied in Mr. Murray's article in the *Publishers' Weekly* on "More Books for Ministers" has aroused real interest around the country, and the author has received dozens of comments. Some of the most distinguished leaders in the field of religious thought have given their approval of the idea, and a great many religious papers have taken up the discussion.

In its simplest terms it was a proposal that \$50 be put into the budget of each church for books for the minister, this fund to be reserved for that one purpose only. Such a plan would certainly keep the minister in touch with the best of current thought and enrich his pulpit and public utterance. Booksellers can help to forward this important movement.

Lecturing Book Promotion in the South

HENRY L. CECIL, who has been for some months on the road in the interest of wider public book interest under the auspices of the National Association of Book Publishers, is, during March, going thru the southern states, touching at Galveston, New Orleans, Birmingham, Columbus, Americus and Athens, Ga., and Winston-Salem, N. C. In April he will visit 22 different towns in Virginia, the schedule being arranged by E. G. Swem, president of the Virginia Library Association, and for later on in April he will come north to Baltimore, Williamsport, Wilkes-Barre and Scranton.

Typical of the letters coming in from the field is the following from the principal of the Thomas Jefferson High School Council Bluffs, who writes: "Mr. Henry L. Cecil gave an address to the students of Thomas Jefferson High School, Council Bluffs, Iowa, this morning that was very interesting, greatly appreciated and of such a nature that I think it will have the desired results. Our students were very much interested in what he had to say about an abstract subject such as books. He is doing a very fine piece of work. I hope you will keep him in the field."

Garden Books

THE garden season, which, in most sections, opens in March and April, gives booksellers opportunity for one of their most striking windows. Garden books are so colorful and the supporting material, flower seed packages, posters, etc., is so springlike and go together so happily that the window is bound to bring to a halt hundreds of passersby and is worth the great pains it costs. The seed dealers will be glad to cooperate with the bookseller, in order to get their material into the window. Such a garden showing can be followed by one on outdoor books, fishing, birds, wild flowers, etc., which will carry the happy atmosphere of spring on another week, and one exhibit will support and reemphasize the other.

Selling Two More Books To Greenfield

DISCUSSION on book distribution has been appearing with increased frequency in literary journals and general periodicals, and a trade journal is the first to approve. Literature is manuscript till the publisher takes hold of it, and it is only merchandise until it is distributed to the public. In these discussions it would be very desirable if more of the data of book distribution were easily available for those who write for the public press.

The coming of the Literary Guild has supplied copy for many columns of our periodicals. The name and the emphatic advertising have caught the journalistic attention. One large bookstore will put into the public hands more books than two Guilds but only a trade paper sees that as news.

In *The Outlook* of March 7th, Henry F. Pringle, author of "Alfred E. Smith," has written on "Literature at the Cross-roads," the crisis described being caused by the booksellers' failure to measure up to their opportunity and the cure being applied by the Book Clubs. Some of the facts Mr. Pringle should have had to guide his comment were the figures from the census of manufactures showing book consumption had nearly doubled in ten years, the fact bookstores have increased rapidly

both in number and quality and that sales records, especially in non-fiction had gone along by leaps and bounds. Mr. Pringle gives special attention to the book supply of small cities and towns and quotes the sales to Greenfield Massachusetts as one example. The Literary Guild sends to Greenfield two books a month, and the same number to Biloxi, Miss. Will two books a month give literature a right turn at the cross-roads? Is it certain to the promoters of the Guild that they can only make their contribution to book sales advertising by discrediting all the other agencies which sell books to Greenfield?

Just before Christmas an insurance man had in his pocket a list of 15 to 20 Christmas books he wanted to buy for gifts. He confessed, to a friend that he hated to place the order till he could get a discount. "I've been buying from a club at half price." Finally he found an office-to-office canvasser who would get them for him at a discount. His own merchandise, insurance, cannot be bought at a discount. The law says so. No more buying insurance at cut rates, and the public has gained as well as the insurance companies.

The campaign to put two more books into Greenfield is undermining foundations laid twenty-five years ago, foundations which are still invaluable to bookselling progress.

Travel Advertising

AN interesting indication of how closely the travel advertising of big railroads may connect with the distribution of books is shown in the new brochure offered for free distribution by the Santa Fe Railroad entitled "They Know New Mexico." This illustrated booklet of 60 pages includes articles by a distinguished group of contributors: Dr. Charles F. Lummis, Alice Corbin Henderson, Mary Austin, Witter Bynner, Eugene Manlove Rhodes and Elisabeth Willis De Huff, all residents of New Mexico closely connected with it by sympathy. Additional value is given to the pamphlet by the little biographical notes and lists of the books of the famous writers. Booksellers having customers traveling in that direction can send for this pamphlet and find value in the information it contains.

In the Book Market

ALEXANDER GREENE is having a tea at his bookshop in the Fine Arts Building, Chicago, for the Irish poet *Æ*, on Sunday, March 18. ❀ ❀ ❀

Lord Dunsany is another recent visitor here, having arrived on the Olympic on Tuesday. He is here to deliver two lectures, one at the University of Pennsylvania on March 19 and the other at Bryn Mawr. He brings with him the manuscript of a new play, "Lord Adrian." This is his first visit to America in eight years. He arrived on the same ship which brought *Trader Horn*. Lord Dunsany told an interviewer that he was the owner of one of the first editions of *Trader Horn*.

The newspaper men found much to report from their conversation with "Trader Horn," whose real name is Alfred Aloysius Smith. He is said to resemble somewhat Joaquin Miller. He said he had discarded the name of Smith because it was a bit too common and had been advised that Zambesi Jack, his name in the Congo, was not a good one for literary purposes. The name "Trader Horn," he is reported to have said, had proved very satisfactory, indeed. "You know, I got a kick here on the head that knocked the dates out of me," he said, referring to a previous visit to the United States. The previous visit is said to have been just before the Great War, when he settled for a time in Georgia. A generation earlier he had lived in Colorado and in Utah, where he said he had taken part in putting down a Ute uprising. According to the *Times* reporter, he touched swiftly on chapters of his early life, reporting speeches in Parliament, working for Scotland Yard, fighting in African wars, distilling strange liquors in the Congo and capturing gorillas. Once before in his life he has been as prosperous as he is now, when he had a run of luck while diamond mining. F. J. Emmerich, the lecture manager, is reported to have said that he thought that, with his deep, booming voice, *Trader Horn* will do pretty well as a lecturer. ❀ ❀ ❀

Sinclair Lewis is traveling in Germany and in central and eastern Europe this spring. He is working on a new novel,

"The Exile" which Harcourt, Brace will publish in the Spring of 1929. In the meantime Mr. Lewis' "The Man Who Knew Coolidge" will be published April 5. This is a book of monologues of Babbitt's friend, Lowell Schmaltz. ❀ ❀ ❀

An enterprising bookseller in Grand Rapids, Mich., writes us that he has sold over twenty copies of Macquoid's "Dictionary of English Furniture" in the last few weeks, "which is pretty good I think," he adds, "for a book of that price."

"The Dictionary of English Furniture," is now complete with the publication of the third volume by Scribner's. This is the most authoritative and most complete work ever published on English furniture, the result of many years' labor. It was originally the idea of Percy Macquoid, famous English authority on furniture, who spent years of research in old English country houses, store rooms, farm houses and cottages to find the source material that would enable him to trace the development of different articles of furniture from the Middle Ages to the late Georgian years. His diligent research was extended to illuminated manuscripts, household accounts and contemporary literature. Macquoid did not live to see the completion of his work. He died in 1925. But his assistant, Ralph Edwards, and his wife who had been a close collaborator finished the manuscript from his copious notes. ❀ ❀ ❀

"Who's Who Among Pen Women," will be issued for the National League of American Pen Women by Harold Vinal Ltd. The book will list titles of books by members with publishers' name, price of book, date of publication. The Biennial Convention of the Society will be held at the Hotel Willard, Washington, April 11-15. ❀ ❀ ❀

Robert Gordon Anderson has begun suit for an injunction and an accounting in the United States District Court against Joseph M. Schenck, the United Artists' Corporation, Art Cinema Corporation and John Barrymore. He alleges that the plot of his novel, "For Love of a Sinner," was pirated for use in "The Beloved Rogue,"

a motion picture play, in which John Barrymore was starred. "For Love of a Sinner" was written late in 1923 and early in 1924 and in April, 1924 published by Minton Balch.

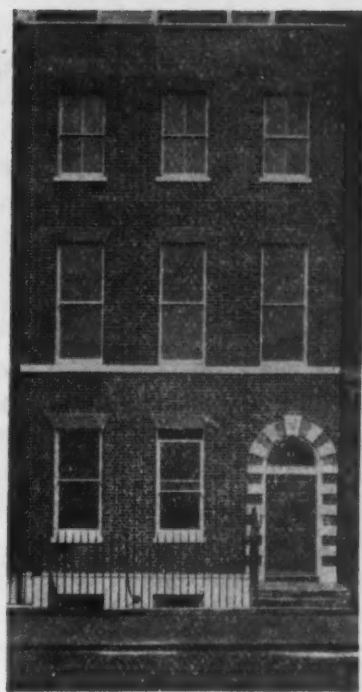
The author opened negotiations with a number of motion picture concerns and submitted his book with suggestions for screening to Schenck, who is Chairman of the Board of Directors of the United Artists, and President of the Art Cinema Corporation in the spring of 1926. The book was read by Schenck, Barrymore and representatives of the film companies, and then returned to the plaintiff with the word that they could not use it. Subsequently "The Beloved Rogue" was screened and released during 1927 and 1928. Anderson declares that part of "The Beloved Rogue" constitutes "a clear and unmistakable unlawful and illegal infringement of his book; that the plot and dramatic situations are similar and arranged in the same order and sequence; that the characters are identical and the dialogue practically the same." ❀ ❀ ❀

To the list of books which stimulate readers to own more books can now be added "The Delight of Great Books" by John Erskine, to be issued this spring by Bobbs-Merrill. ❀ ❀ ❀

Doubleday, Doran are beginning the promotion of a new plan to extend the sales of mystery and detective stories by organizing the Crime Club, Inc., to take over all their crime and mystery stories. Thru the booksellers, memberships in this Club will be offered in a campaign opening April 1st.

Out of the list of books which the Crime Club will publish for general trade sale a committee of critics and writers will choose one book as the Crime Club's monthly selection, and this book will be delivered to members of the Club by the bookseller who takes the subscription. The judges are Arthur Vance, Grant Overton, Francis Noyes Hart and John G. Kidd. The list price of all will be \$2, so that the customer knows in advance what to expect, and, as a special premium, the bookseller is authorized to present to the customer a volume entitled "Sensational Crimes of 1927," a \$5 book.

Displays are being designed for the bookseller, and there is an imprint circular



*The New London Offices
of A. A. Knopf, Inc.,
at 37 Bedford Square.
Guy Chapman is the head
of the London office.*

available to send out to his mailing list. It is proposed that when subscriptions are taken, after recording the address for future deliveries of books, the customers' names be filed with the publisher, and the customers will then receive a monthly news sheet called *The Crime Club News*, which it is expected will be made in the well-known tabloid form. According to the number of subscriptions taken, copies of the book will be sent to the bookseller in a special box, each book in a carton ready for the bookseller's label and reforwarding, and the books are to be issued the first of the month. These books are all being canvassed by the Doubleday, Doran travelers, and booksellers will receive their stock orders in the same case with these especially cartoned volumes.

The circulars with envelopes and reply cards will be ready for the booksellers to mail by the last of March; the elaborate window display on April 1st. ❀ ❀ ❀

The French biography of Columbus by Marius André which created great excitement at the time of its publication will be published in an English translation by A. A. Knopf in April. It pictures Columbus as completely unlearned in nautical matters but dominated by a great imagination.

Engraving Price Competition to Come Back

C. H. Claudy

Washington Correspondent

SUPPRESSION of competition in price in the sale of photo-engraving products in the United States thru combination and conspiracy, is prohibited by the Federal Trade Commission in an order just issued to the American Photo-Engravers' Association and its various member clubs. The order was served upon 231 respondents.

The American Photo-Engravers' Association itself is enjoined from certain unfair practices, among which is the making of agreements to the effect that the "standard scale" shall determine the prices of photo-engraving products.

Complaints against both the engraver-manufacturers and the union engravers grew out of methods adopted about 1914 for enforcing a system of set prices for photo-engraving work thruout the nation.

The American Photo-Engravers' Association at its annual convention in Chicago in 1915, following investigation into average cost of production, approved a schedule of minimum uniform base prices that later became known as the "standard scale." The action was taken partly to relieve its members from increased costs, with falling prices, and to cause continuance of the prevailing unscientific method of selling plates by the square inch without differentiation on account of size other than the making of a charge for a minimum number of inches. A further purpose in the adoption of the standard scale, was to facilitate measures for the regulation and lessening of price competition in photo-engraving products, and to enhance the prices of such products.

This scale was substantially the same one the Chicago club of the association attempted to put into use by its members early in 1914. Business in the photo-engraving industry that year was marked by depressed prices and more than usual

competition. Price cutting was declared to be endangering both profits and wages, and many employers admitted that the association was unable to cope with the situation because of its inability to force compliance with conclusions and decisions made.

Secretary Flader, of the Chicago club, and a commissioner of the national engravers' association, appealed to the International Photo-Engravers' Union as the one force capable of controlling and keeping within reasonable bounds such competition as the type then flourishing. Accordingly the "Chicago plan," or "Clause Ten" was inserted in a wage agreement effected in Chicago in April 1915. Clause 10 is as follows:

"**CLAUSE 10.** In order that the Union may secure the adoption and carrying out by all photo-engraving concerns in Chicago of the scale of wages and working conditions herein specified, and have the responsibility of said club for their observance and performance, the Union hereby requests, and the Club hereby agrees, that the Club will admit to its membership all reputable photo-engraving concerns in Chicago and in consideration thereof and of the assumption of the responsibility by the Club for any and all violations of said scale of wages and working conditions by every member of the Club, the Union agrees that its members will work only for such photo-engraving concerns as are members of the Club, provided that the club shall not arbitrarily or for any but good cause, refuse admission to or deny retention of membership in the Club."

For five years following June, 1915, this Clause Ten and the standard scale were adopted and used by most engravers. The steps taken for enforcement were the most discussed and advocated topics in meetings

and in the literature of the photo-engraving trade.

Clause Ten was adopted by employer and employee respondents in thirty-two cities by the summer of 1917. The International directed its officers to do everything in their power to have it made a part of every employers' organization agreement with its members and in many cases the extension of Clause Ten was simultaneous with that of the scale.

The standard scale gained rapidly and in its revised forms continued to hold almost universal recognition and use by engravers, to the practical exclusion of the old square inch method of pricing. An illustration of the increased prices and diminished price competition resulting from adoption of the scale is contained in the following paragraph from the commission's findings:

"The total increase over pre-scale prices in the case of a 10-inch zinc etching has been 650 per cent. The additional income from the 1920 increase alone, provided that the new scale was introduced by all engravers, was \$6,000,000 a year and for all increases the American claims exclusive credit. Yet it finds fault with middlemen and conditions of overinvestment in the industry and it and the clubs have taken steps to

make it more difficult to establish new plants. *The described increases in photo-engraving prices and the lessening of price competition effected by respondents has resulted in bringing into the industry many new plants of which a large proportion are managed by men ill-equipped by experience and capital.* Hence, so many shops have entered the trade that the capacity to produce photo-engraving products much exceeds the demand, thus increasing the loss due to idle labor time and increasing the costs of production. High prices have also influenced buyers of these products, including publishers, to go into the photo-engraving business. *There is also a tendency on the part of respondents so to enhance prices as to permit ill-equipped and inexperienced men to remain in business.*"

Members of the American Photo-Engravers' Association are somewhat less than two thirds of the almost 700 "commercial" photo-engravers as distinguished from 125 "newspaper" plants, operated by newspapers for making their own engravings for their own illustrations (also doing some commercial work). These firms produce from seventy-five to ninety percent of the photo-engraving output of the United States.

Modern Bookshops in Paris

André Bilby

THE time is long past when Parisian bookshops were dark, dingy little places, lighted after dusk by a single flickering gas-jet, where the dust vied with the shadows to create that quiet atmosphere once supposed to be inseparable from the intellectual life. To be sure there are shops like that even now, but one has to search to find these relics of a bygone era. Today a bookshop is a bright happy place of engaging appearance. The furniture has changed, or rather the bookseller has

known how to make it look different. From the moment of your entrance into the store, you find new publications spread out on tables as tho to invite you to leaf them thro. There is a table of illustrated travel books. In looking at those beautiful pictures how can you resist the desire to take again that journey that you remember so pleasantly? Here, on the next table, are the latest novels, and here are volumes of popular science. And farther on are de luxe editions that have proved so popular since the war. And in order to produce a more intimate atmosphere, so that the passing customer may feel at home in this hos-

* Translated from the French in *Tous les Livres*, a handsome new monthly house organ from the great French wholesale and book handling firm of Hachette-Messageries.

pitiable house, chairs and arm-chairs have been placed near these tables to permit him to examine in comfort and at leisure the books offered him. Some stores have gone even further; they have arranged for tea to be served here among the books. Thus the Parisians may rest and refresh themselves between two errands, within reach of books which will furnish food for their talk. For it is quite permissible to make use of the social conventions of the day, or even to find an ally in the follies of fashion.—What would our grandfathers have thought of this strange mixture of frivolity, gastronomy, and learning?

It goes without saying that the bookseller, like his shop, is transformed. He too, has put himself into the picture. He is becoming bolder and bolder about recommending the books that he sells. He knows how to guide a hesitating choice, guess what is suitable, withdraw what is certain to displease.

But the customer must be tempted to enter the store to see the treasures that are waiting there to be bought. The show window, even more than the interior of the store, has undergone an evolution which says much about the psychology of the day. Formerly, about all that was done was to place in the window new books adorned with the banded words "Just out." All the art and the science of the retailer consisted in making harmonious groupings of books, combinations of bindings, displays of the most alluring illustrations. But it was the book itself that figured in all these arrangements. Nowadays it is less the book than the author. The bookseller knows how curious the public is for anecdotes, how fond it is of documents—thanks to the newspapers, the interviews, the indiscretions of the lesser journals. As soon as a book by a little-known author comes out, his photograph, framed, so to speak, by copies of his book, is displayed in a prominent place. And the portrait is only a beginning: beside it, certain knowing booksellers place a specimen of his handwriting, manuscript pages of his book, galley proofs covered with corrections. Others show his ink-stand or his fountain-pen. Still others have shown photographs of the country described in the work, objects brought back

from it by the traveler, if the book happens to be of an exotic sort, small models of torpedo boats or submarines if the author is a sailor. All this may seem a little "far-fetched" but it is encouraged by the publishers, and the results are excellent. Spectators stop, and these displays make the books sell, which is the important thing. When the bookseller has a big enough place, when his windows are divided into compartments, or when he occupies a store at the corner of two streets, for instance, he makes two or three of these exhibits at the same time; and he arranges that there shall be enough contrast between them, as much by choice of subject as by choice of the objects put into the windows. And when there are no new books,—which almost never happens,—there is always some retrospective exhibit possible, a centenary, an unveiling of a statue, to furnish a pretext for a show-window, to group around the bust of an author, his own works and also the critical works inspired by them. Thus it was that the "Century of Louis XIV" at the Mazarine Gallery, and the centenary of Romanticism, for instance, made the excuses for some very interesting windows.

American Quota in France

UNDER new legislation in France the number of American films allowed for distribution there has been reduced. During the past years American films have been almost completely occupying the film market, and the French propose to change the balance of trade somewhat by giving the French films a better chance. Several producers of films are members of the committee enforcing the law. At present, all the American films that will be available from June, 1928, to June, 1929, are being held up by this committee. It is suggested that if America would take more French films they would allow more American films in France.

It is interesting to consider how such a plan of exchange would work in the case of books, as in that field the conditions are exactly the reverse. France takes a negligible interest in our production of books, while America gives French books a rather wide hearing.

New Postal Rate Bill Includes the Library Post

AFTER a meeting of the House Committee on Post Office and Post Roads on March 13th, a new bill was introduced by Chairman Griest, to be known as H. R. 12030, this replacing H. R. 9296. The minor changes were unanimously agreed on. This new bill includes the proposal for a special postal rate on library books, the result of the campaign recently conducted by the book publishers for a general rate on all books. This new section provides a rate of 3c. a pound, 2c. for each additional pound when mailed to and from public libraries operated for profit in the first three zones or within any state. In the third class bulk postage there is the provision as before that books may go at 8c. a pound flat rate if mailed in quantity.

A Bibliographical Tour to Europe

ON June 30th under the direction of Dr. Theodore Wesley Koch, librarian of Northwestern University, a party of American librarians and others will sail from New York for a "Bibliographical Tour and Pilgrimage," a \$745 tour, the details of which will be in charge of the School of Foreign Travel, Inc., of 110 East 42nd Street.

The object of this tour is to give librarians or university students who may be interested an opportunity to visit, at minimum expense, the important book and library centers of Europe. Tho there will be especially conducted trips to the book lovers' shrines, the sightseeing of the cities will not be neglected. The five days in Paris will include visits to the Bibliothèque Nationale, to the second-hand bookshops of the quays and the Latin Quarter, the American Library in Paris, etc. Geneva will be visited, Genoa, Milan and Rome, two days at Florence with its libraries and galleries, a day at Basle with its bookshops, thence to Heidelberg, Nuremberg, Leipzig with its great libraries and book houses, five days at Berlin with the great state and university libraries and other sightseeing, Cologne, Brussels with its International Institute of Bibliography and the Royal Library, a trip to Antwerp and the Plantin Museum, to The Hague, to

London where six days will be spent, these visits including not only the British Museum and the famous London libraries but the bookshops of Charing Cross Road and side trips to Oxford and Cambridge with their interesting bookshops. On August 27th the party returns, to reach New York September 6th.

English Catalog

"THE English Catalog of Books" for 1927, a series now in its ninety-first year, is published this week for America by the *Publishers' Weekly*. The catalog lists a larger number of books than in any year in the history of British publishing, the total being 13,810, 608 more than the previous record year 1925. The catalog is always indexed by author and title, and is much used in American bookstores and libraries as a reference tool. The entry gives the authors' full name, the title, size and measurement of the book, number of pages, price, publisher and the exact date of publishing. One supplement gives a list of English learned societies, printing clubs, etc., and another a revised index of all the English publishers, their street addresses and telephone numbers.

Index to Auction Records

THE publisher of the British "Book Auction Records" has provided a most useful reference tool for rare book sellers in a general Index to British Auction Prices during the years 1912-1923, in other words a single alphabet for eleven of the annual volumes. Those who have office files of the publication will appreciate this Index as an important time saver. It gives instant clues to the entire contents of these eleven volumes, and incidentally to Anonymous Authors, Autographs, Bibliophiles, Binders, Bindings, Distinguished Owners, Editors, Fore-edge Paintings, Holograph Manuscripts, Illustrators, Notable Presses, Pseudonyms, Translators, etc., with a Key to the Literary Articles and a List of the Illustrations which have appeared in the said eleven volumes. The whole is amplified with numerous cross references.

Copies can be ordered thru the *Publishers' Weekly* office at \$32 net, which is the English price, plus Customs duty.

Communication

TWO BOY SCOUTS FOR AFRICA

George Palmer Putnam
2 West 45th Street

March 6, 1928.

Editor, *Publishers' Weekly*:

I appreciate the *Publishers' Weekly's* interest in mentioning our Boy Scout party. But the paragraph has the facts misstated. You state that David and I are going to Africa, and that we will take a Boy Scout with us. The facts are these:

David and I have invited two Boy Scouts to go to Africa at our expense, there to become the guests of Mr. and Mrs. Martin Johnson for a month's safari. Any Boy Scout not younger than 13 and not older than 15 is eligible, the contest being handled thru the Boy Scout organization. The winners will write a book to be published immediately upon their return next fall, and to be an addition to our books "for boys by boys." Unfortunately neither David nor I can make the trip.

Sincerely yours,

G. P. PUTNAM.

Woodward & Lothrop Move Their Book Department

WOODWARD & LOTHROP'S book department in Washington is moving from the fifth to the ground floor and is being established in a very desirable location under the mezzanine at the rear. As the balcony overhead connects directly with G Street and is used as a service room, bringing many people in that direction, the location should prove exceptionally advantageous.

It is interesting that this move is made at the time when Fred E. Woodward, one of the beloved figures in the American booktrade, is celebrating his forty-fifth year with the firm and his thirty-fifth in charge of the book department. Mr. Woodward has been a real student of booktrade affairs and an authority on book records. He now gives over the direction of buying and details to Miss Lewis and is taking some of the leisure that his long service deserves.

Business Notes

ALBANY, N. Y.—Mrs. C. E. Browne is an assistant in the book department of the W. C. Whitney Co., and not as formerly reported, the new manager. Mr. H. W. Rextrew is manager and has been for some time.

DETROIT, MICH.—The Club Biblio, a circulating library of rare and unusual books, has been opened at 1665 Glynn Court by Gordon Cooke.

E. PROSPECT, PA.—Sitler's Department Store, Roy J. Sitler, Centre Square, has opened a book department.

ELIZABETH CITY, N. C.—The Service News Company, at 14 North Martin Street has a circulating library and small book department.

HAVERFORD, PA.—The partnership heretofore existing between E. S. McCawley, Margaret B. McCawley, Helen M. Gifford and H. H. Morris, carrying on business under the firm name E. S. McCawley & Co., has been dissolved as of February 29, 1928, by mutual consent. The business will be continued by E. S. McCawley & Co., Inc., a corporation of the State of Delaware.

LANCASTER, PA.—The Brown Book Shop will be merged with Reams after March 3rd. Miss Nona P. Brown, who sold her assets and good will to the owner of Reams, will have the management of the book department.

MAGNOLIA, MISS.—Mrs. J. H. Price, Jr., has opened a circulating library.

MINNEAPOLIS, MINN.—The Yellow Lantern Book Shop, a circulating library under the proprietorship of Muriel Hursley, is located at 1503 University Avenue, Southeast.

NEW YORK CITY.—The Post Box Book Service, Inc., has opened The Post Box Bookshop at 36 East 48th Street.

NEW YORK CITY.—The De Luxe Book Service has been established at 505 Fifth Avenue. It is specializing in private press and rare books, limited editions and modern firsts.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Alvarez Quintero, Serafin and Alvarez Quintero, Joaquín

Four plays; tr. by Helen Granville-Barker and Harley Granville-Barker. 272p. D '28 c. '27, '28 Bost., Little, Brown \$2.50
Contents: The Women Have Their Way; A Hundred Years Old; Fortunato; The Lady from Alfaceque.

Andrews, Clarence Edward

The innocents of Paris. 279p. il. D c. N. Y., Appleton \$2.50
Sketches and anecdotes of the true Parisians, the people of the streets, the workmen, apaches and roustabouts.

Andrews, William Elliott

Imagine my surprise! 283p. il. D c. N. Y., Stokes \$2
The European travel-diary of an American flapper.

Arey, Albert Llewellyn, and others

New physiography for beginners. 603p. il. (pt. col.) maps diagrs. O [c. '27] N. Y., Heath \$2.36
Published in 1911 under the title "Physiography for High Schools."

Bailey, Carolyn Sherwin

Untold history stories. 192p. il. D [c. '27] Dansville, N. Y., F. A. Owen Pub. Co. 80c.

Balfour, Arthur James Balfour, 1st Earl of

Opinions and arguments from speeches and addresses of the Earl of Balfour, 1910-1927. 310p. O '28 c. '27, '28 Garden City, N. Y., Doubleday, Doran \$4
Treating of many subjects from international relations to golf.

American Tree Association

Tree planting book. 40p. (bibl.) il. O [c. '27] Wash., D. C., Author apply

Andrew, Rev. Father

The adventure of prayer. 66p. S ['28] Milwaukee, Morehouse Pub. Co. pap. 60c.

Armstrong, Fred O.

How to make a smoking stand. 9p. diagrs. D c. '28 Elizabeth, N. J., Practical Arts Pub. Co. pap. 15c.

Battle Creek Scribblers' Club

Battle Creek writers poems and prose. 80p. il. D '27 c. Battle Creek, Mich., Woodcox & Fanner, 281 Garfield Ave. \$1.25

Bard, Josef

Shipwreck in Europe. 314p. D c. N. Y., Harper \$2.50

A bored young American goes to Vienna, takes psycho-analytic treatment and discovers that his American mind can never harmonize with the sophisticated European mind.

Barretto, Larry

Old enchantment. 319p. D c. N. Y., John Day \$2

The twins, Andrey and Alexander, reared in the aristocratic seclusion of a "brownstone front," suddenly plunge into the midst of the modern New York.

Bartlett, John Henry

Folks is folks. 138p. il. T [c. '27] Chic., M. A. Donahue \$1

Beresford, John Davis

All or nothing. 327p. D [c. '28] Ind., Bobbs-Merrill \$2.50

An Englishman who has lived through these eventful modern years, and become the head of a family, finds what seems to him the thing that counts most in life, and immediately acts upon his discovery in a surprising way.

Bogardus, Emory Stephen

A history of social thought; 2nd ed. 668p. (bibl. footnotes) O [c. '28] Los Angeles, Jesse Ray Miller, 3566 University Ave. \$4

Boreham, Frank William

A temple of topaz. 272p. D (Texts that made history) [c. '28] N. Y., Abingdon \$1.75

Bible

The complete sayings of Jesus; ed. by Arthur Hinds. 284p. map nar. T [c. '27] Williamsburg, Mass., D. H. Pierpont & Co.

flex. cl., 50c.; fab., \$1; lea., \$1.50, \$2

Bostwick, Arthur E.

The old law school building in Litchfield, Conn. 23p. il. D '28 [Litchfield, Conn., The Woman's Shop] pap. 50c. [corrected entry]

Bundy, Murray Wright

The theory of imagination in classical and mediaeval thought. 289p. (bibl. footnotes) Q (Univ. of Ill. studies in lang. and lit., v. 12, nos. 2, 3) '27, c. '28 Urbana, Ill., Univ. of Ill. pap. \$3

Bouchard, Georges

Other days other ways; [tr. by Alan Hunt Holley]; woodcuts by Edwin H. Holgate. 189p. O c. N. Y., Louis Carrier & Co., 33 E. 10th St, \$2.50

"Silhouettes of the past in French Canada."—picturing the peasant folk of Quebec who continue in the 20th century the same mode of life as that of their pioneer ancestors of the 17th century.

Bradford, Roark

Ol' man Adam an' his chillun. 288p. il. D c. N. Y., Harper bds. \$2.50

A retelling of some Old Testament stories in the language of the southern negro.

Brandon, John G.

The silent house. 297p. D c. N. Y., Dial Press \$2

A novelization of the author's play, which is now on the New York boards.

Burroughs, Edgar Rice

The master mind of Mars. 312p. front. D c. Chic., McClurg \$2

"Being a tale of weird and wonderful happenings on the Red Planet."

Carpenter, Edward Childs

The leopard lady; a play in three acts. 105p. D (French's standard lib. ed.) c. '24, '28 N. Y., S. French pap. 75 c.

Chase, Cleveland Bruce

Sherwood Anderson. 84p. (1p. bibl.) front. (por.) D '27 c. N. Y., McBride \$1

Discussing Sherwood Anderson's novels and their influence on America.

Chevalier, Louis Jacques Georges

Les bois d'oeuvre pendant la guerre. 208p. maps O (Economic and social hist. of World War) ['27] New Haven, Conn., Yale pap. \$1.50

Claremont, C. A.

Intelligence and mental growth. 120p. (bibl. footnotes) S (New science ser.) [c. '28] N. Y., W. W. Norton \$1

Clark, Bertha

Belle River friends in wings and feathers. 101p. il. (col.) D [c. '28] [Chic.] Lyons & Carnahan 60 c.

Work and play on Belle River Farm. 159p. il. (col.) D [c. '28] [Chic.] Lyons & Carnahan 72 c.

Stories about farm life for small children.

Coolidge, Dane

Gun-smoke. 237p. D [c. '27, '28] N. Y., Dutton \$2

An exciting story of adventurous days on the Mexican border.

Coe, Samuel Gwynn

The mission of William Carmichael to Spain. 123p. (bibl.) O (J. H. W. studies in historical and political science; ser. 46, no. 1) c. Balt., Johns Hopkins Press pap. apply

Collins, Maude M., and Anderson, Laura E.
Silent-reading seatwork pad; for use with the Elson readers, bk. 1. no p. il. Q [c. '28] Chic., Scott, Foresman pap. 40 c.

Dafrose, Sister M.

A laboratory notebook in physics; to which are

Cort, David

Once more, ye laurels. 296p. D c. N. Y., John Day \$2

The story of an American, Dorney Peters who believed he should have belonged to a past generation of greater courtesy and perfection.

DeFiori, Vittorio E.

Mussolini, the man of destiny; tr. by Mario A. Pei. 242p. il. D [c. '28] N. Y., Dutton \$3

The writer of this biography has been closely associated with Mussolini for many years.

Dilnot, George

Great detectives and their methods. 279p. il. O '28 Bost., Houghton \$4

The histories of real cases, showing how the great detectives of different countries go about their work.

Dutton, Charles Judson

The clutching hand. 293p. D c. N. Y., Dodd, Mead \$2

Solving the mystery of the murder of a famous criminal lawyer, who is found dead in a car on a deserted road.

Eden, Emily

The semi-attached couple; introd. by John Gore. 287p. D (Rescue ser., v. 3) [n. d.] N. Y., Stokes \$2

Ellsworth, William Webster, ed.

Readings from the new poets. 210p. O c. N. Y., Macmillan \$1.60

Elsner, Eleanor

The romance of the Basque country and the Pyrenees. 319p. il. O [n. d.] N. Y., Dodd, Mead \$3.50

A narrative description of the seven Basque provinces—three French and four Spanish.

Engelhardt, Nickolaus Louis, and Engelhardt, Fred

Public school business administration. 1082p. (bibls.) il. diags. O '27 N. Y., Teachers College, Columbia Univ. \$7.50

Ephesian, pseud.

Winston Churchill. 272p. (3p. bibl.) il. O '28 N. Y., McBride \$5

"An account of the life of the Right Hon. Winston Leonard Spencer Churchill, half a Puck and half a Pitt."

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 Alger. Mayes, H. R. \$3.50
Macy-Masius
 All or nothing. Beresford, J. D. \$2.50
Bobbs-Merrill
 America, nation or confusion. Lewis, E. R. \$3.50
Harper
 American prosperity. Mazur, P. M. \$2.50
Viking Press
 Anderson (Sherwood). Chase, C. B. \$1
McBride
 Appendicitis. Wright, T. \$2
Allen Ross & Co.
 Asia reborn. Harrison, M. \$4
Harper
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Lyons & Carnahan
 Berry and Co. Yates, D. \$2
Minton, Balch
 Best people, The. Gray, D. 75 c.
S. French
 Better readings. Lysner, O. \$1
Augsburg Pub. House
 Bible lamplighters. Shillito, E. \$1.50
Revell
 Birds around the light. Paludan, J. \$2
Putnam
 Bois d'oeuvre pendant la guerre, Les. Chevalier, L. \$1.50
Yale
 Brain tests. Shaftesbury, E. \$5
Ralston Univ. Press
 Bronze turkey, The. Willis, E. \$2
Crowell
 Carson (Kit). Vestal, S. \$3.50
Houghton
 Christian IV, King of Denmark and Norway. Gade, J. A. \$5
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McBride
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 Coasts of adventure, The. Graham, J. 75 c.
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 Date of Easter, The. Fotheringham, D. R. \$1
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Mrs. O. Leonard
 Draycott murder mystery, The. Thynne, M. \$2
Stokes
 Elegant history of political parties, An. Ordway, S. H., jr. \$2
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 Glorious company, The. Mygatt, T. D. \$3
Harcourt
 Great detectives and their methods. Dilnot, G. \$4
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 Green gods, The. Westervelt, J. H. \$1.50
Christian Alliance Pub. Co.
 Gun-smoke. Coolidge, D. \$2
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 Imagine my surprise! Andrews, W. E. \$2
Stokes
 Incredible Siberia. Wood, J. B. \$4
Dial Press
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Deseret Bk. Co.
 "Killer's" protégé, The. Horton, R. J. \$2
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Macmillan
 Leopard lady, The. Carpenter, E. C. 75 c.
S. French
 Lest I forget. Maude, C. \$4
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Univ. of Chic. Press
 Lullaby land. Lapprian, H. \$1
McLaughlin Bros.
 Marloe Mansions murder, The. MacLeod, A. G. \$2
Dial Press
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McClurg
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Columbia Univ. Press
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- Mussolini, the man of destiny. De Fiori, V. \$3 Dutton
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 Progressive primary teacher, The. Stormzand, M. J. \$2.40 Houghton
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 Queens and crickets. Stillman, M. W. \$1.25 Duffield
 Rainbow round my shoulder. Odum, H. W. \$3 Bobbs-Merrill
 Red Feather's home coming. Payne, E. G. 80 c. Lyons & Carnahan
 Restless Pacific, The. Roosevelt, N. \$3 Scribner
 Romance of the Basque country and the Pyrenees, The. Elsner, E. \$3.50 Dodd, Mead
 Romance of Leonardo da Vinci, The. Merejkowski, D. S. 95 c. Modern Library
 Salvage all. Morgan, G. J. \$2 Crowell
 Science and history. Rowse, A. L. \$1 W. W. Norton
 Sea and the jungle, The. Tomlinson, H. M. 95 c. Modern Library
 Second mortgages and land contracts in real estate financing. Reep, S. N. \$5 Prentice-Hall
 Semeuse, La. Woodbridge, B. M. \$1.50 Univ. of Chic. Press
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 She walks in beauty. Powell, D. \$2.50 Brentano's
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The Field of Old and Rare Books and Weekly Book Exchange

Romantic Stories of Books

John T. Winterich

Author of "A Primer of Book Collecting"

V

Uncle Tom's Cabin

ON January 20, 1837, Dr. Calvin E. Stowe, professor of Biblical literature at Lane Seminary in Cincinnati, disembarked at New York from the ship *Gladiator*, just a day more than two months out of London. It had been a long voyage even for that pre-turbine era, and had doubtless given Dr. Stowe ample time to arrange his notes for his report on the educational systems of Europe (with particular emphasis on that model little country, the kingdom of Prussia) which he planned to submit to his seminary and to the state of Ohio. He had married a second wife little more than a year before, and the exigencies of his mission had compelled him to observe his wedding anniversary, as well as Thanksgiving and Christmas, on the high seas.

Arrived in New York, he was confronted with the intelligence that during his absence he had become the father of twin girls. The tiny ladies were doing nicely under the respective designations of

Eliza and Isabella—the choice for the former was a touching tribute to Dr. Stowe's first wife, Eliza Tyler, who had been a dear friend of the twins' mother; for the latter, a testimonial to the bride's half sister.

Now a baby's name ought to be pretty well standardized in four months — two babies' names doubly so. But Dr. Stowe insisted on a voice in the business regardless of the time handicap. His daughters must confront life as Eliza Tyler Stowe and Harriet Beecher Stowe. Each must perpetuate the name of a cherished helpmate.

The second Mrs. Stowe had been born Harriet Eliza-

beth Beecher twenty-six years before in the pleasant little hill village of Litchfield, Connecticut. Her arrival had tied the sex representation of the family at three all—the subsequent admission of two more brothers (one christened Henry Ward) gave the males a telling preponderance in a devout and pedagogical household. Hattie (as the family knew her) had early shown a bent toward liter-



Mrs. Stowe's home, Brunswick, Maine, where "Uncle Tom's Cabin" was written. From her biography published by Houghton Mifflin

ature of a sort. At the age of twelve she had read an original composition of some two thousand words at a Litchfield Academy "exhibition." It was called "Can the Immortality of the Soul Be Proved by the Light of Nature?" Here are two sentences from it: "The first argument which has been advanced to prove the immortality of the soul is drawn from the nature of the mind itself. It has (say the supporters of this theory) no composition of parts, and therefore, as there are no particles, is not susceptible of divisibility and cannot be acted upon by decay, and therefore if it will not decay it will exist forever."

In 1832 Hattie Beecher embarked on the much less metaphysical venture of a school geography. She finished it in 1833, after the family had moved to Cincinnati, where her father had become president of Lane Seminary, and it was published by the local house of Corey, Fairbank &

UNCLE TOM'S CABIN;

OR,

LIFE AMONG THE LOWLY.

BY

HARRIET BEECHER STOWE.



VOL. I.

BOSTON:

JOHN P. JEWETT & COMPANY.

CLEVELAND, OHIO:

JEWETT, PROCTOR & WORTHINGTON.

1852.

Title page of the first edition, reproduced thru the courtesy of James F. Drake, Inc.

Webster. A year later she entered a fifty-dollar prize short-story contest sponsored by the *Western Monthly* and won—her story was called "Uncle Lot." The editor of the *Monthly* may have appropriated the contest idea from the *Saturday Visiter* of Baltimore, which had just awarded a prize of the same amount to one Edgar Allan Poe for a story called "A Manuscript Found in a Bottle." Sundry periodical efforts followed, but serious interruptions prevented complete devotion to writing—marriage, plans for her husband's journey, and the approach of the twins.

Beyond the domestic circle, too, there were disturbing elements to distract the mind from pleasant periodical composition. While Dr. Stowe was abroad he had received a letter from his wife describing the wrecking of the office of the *Philanthropist*, an anti-slavery paper, while numbers of prominent Cincinnatians held discreetly aloof from the proceedings. The editor of the *Philanthropist*—he was James G. Birney, an Alabaman who had freed his slaves—had fared better than the Rev. E. P. Lovejoy of Alton, Illinois, editor of the *Observer* and a close friend of Harriet's brother Edward, whose presses had been thrice destroyed and himself at last murdered a few months before the Pinney affair. The slavery question had been agitating Harriet's soul since she was nine years old, when the passage of the Missouri Compromise Bill had aroused her father to a pitch of eloquence capable, she wrote later, of "drawing tears down the hardest faces of the old farmers in his congregation." Cincinnati had brought her within a river's breadth of the problem. Just across the Ohio the ownership of men by men was part of the system; if the owned men got away, "we have never shrunk from the fugitives," Harriet wrote, "and we have helped them with all we had to give." Which, it may be added, was not much.

Despite the growth of family cares and the accumulating portents of the coming storm, Mrs. Stowe contrived to make of her writings an attractive little side line. It is not likely that, at this stage of her career, she dreamed of anything approaching fame. But Dr. Stowe dreamed it for her—and once more became good-naturedly dogmatic over the business of names.

"My dear," he wrote her when she was on a visit east in 1842, "you must be a literary woman. It is so written in the book of fate. Make all your calculations accordingly. Get a good stock of health and brush up your mind. Drop the E. out of your name. It only encumbers it and interferes with the flow and euphony. Write yourself fully and always Harriet Beecher Stowe, which is a name euphonious, flowing, and full of meaning. Then my word for it, your husband will lift up his head in the gate, and your children will rise up and call you blessed."

In 1843 Harpers published "The Mayflower," a collection of periodical stories and sketches. It created no vast sensation, but it at least had the advantage of being more in line with the work of "a literary woman" than the Cincinnati geography of ten years before had been. Nine years more were to elapse before her third book appeared. However full the pulse of art may beat, one cannot tend six children with one hand and turn out masterpieces with the other.

In the fall of 1849 Professor Stowe was called to the Collins professorship of natural and revealed religion at Bowdoin College. He had had an offer from New York of \$2300 a year; Bowdoin offered only a thousand (Professor Stowe asked for a bonus of five hundred dollars), and "out of it," he declared, he must "hire my own house, at an expense of \$75 or \$100 a year." But the sentimental urge was overpowering. He was himself a Bowdoin man, a classmate of Franklin Pierce, who four years later would have his own renting troubles temporarily solved by taking up residence in the White House. Both Pierce and Stowe, class of 1824, had doubtless once entertained the customary sophomore sentiments of superiority toward Longfellow and Hawthorne, '25.

Mrs. Stowe preceded her husband on the journey east, taking three of the children with her and leaving the remaining three in his charge—an equitable arrangement. In Brooklyn she spent a week with brother Henry, whose salary was \$3,300, and whose admiring congregation had just presented him with "a beautiful horse and carriage worth \$600." Hattie was herself considering an outlay of \$150 for furniture at the Brunswick home. "There is

no doubt in my mind," she wrote the professor a few months later, "that our expenses this year will come to two hundred dollars, if not three, beyond our salary . . . I can earn four hundred dollars a year by writing, but I don't want to feel that I must, and when weary with teaching the children, and tending the baby, and buying provisions, and mending dresses, and darning stockings, sit down and write a piece for some paper."

This was written just before New Year's Day of 1851. Less than two months later came the inspiration that was to put an end to all concern over food, furniture and footgear. Pure inspiration it was if the term were ever applicable. In his biography of his mother Charles Edward Stowe records that while she was seated at a communion service in the college church, "suddenly, like the unrolling of a picture, the scene of the death of Uncle Tom passed before her mind. So strongly was she affected that it was with difficulty she could keep from weeping aloud. Immediately on returning home she took pen and paper and wrote out the vision which had been as it were blown into her mind as by the rushing of a mighty wind. Gathering her family about her she read what she had written. Her two little ones of ten and twelve years of age broke into convulsions of weeping, one of them saying thru his sobs, 'Oh, mamma! Slavery is the most cruel thing in the world.'"

With such zeal did she translate the unrolling picture into manuscript that, tho still unfinished, it began to appear serially in the *National Era* of Washington in its issue of June 5, 1851. The story was called "Uncle Tom's Cabin, or Life Among the Lowly." The original intention was to conclude it in a few numbers, but so widespread was the interest it aroused, and so intense grew the conviction of the author that she had undertaken a holy mission, that it ran on until the following April. On its conclusion the *Era* declared: "Mrs. Stowe has at last brought her great work to a close. We do not recollect any production of an American writer that has excited more general and profound interest." For the serial publication she received three hundred dollars.

Among those who had been attracted to the story in the *Era* was John P. Jewett.



One of the famous Cruikshank illustrations for the London Edition published by Cassell. This one is called "Eva's Last Gifts."

of the publishing house of John P. Jewett & Company of Boston. Jewett issued a miscellaneous lot of books with an accent on the "practical" type—how to make a garden, how to play such and such a musical instrument, and so on. "Uncle Tom's Cabin" looked like an attractive gamble. He would be glad to handle it on a share-and-share-alike basis, the Stowes meeting half the expenses and dividing the profits. Dr. Stowe (who appears to have managed the whole transaction for Mrs. Stowe) protested with entire truth that the family finances were in no condition to be saddled with any such obligation. Jewett thereupon agreed to assume the entire risk on a ten percent royalty basis.

With the consent of the *Era*, Jewett published the book in two volumes two numbers in advance of the conclusion of the serial—on March 20, 1852. The first edition, according to Charles Edward Stowe, was five thousand copies. Three thousand were sold the first day. A second edition was exhausted before the end of March. By August the harassed Brunswick housewife had already received \$10,000 in royalties—the income alone from that sum would maintain her hoped-for annual literary average forever. Sales reached the 120,000 figure during the summer "and the demand is still unabated." Before the

book was a year old more than 300,000 copies had been sold in America alone.

In England the first year's sale certainly more than doubled the American figures. More than twenty London editions appeared during 1852, from only one of which did the author receive her due—that published by Thomas Bosworth. Bosworth estimated, in October, when his edition appeared, that "at least 250,000 copies" had already been sold in England. His edition had an eight-page "Authors Preface" which gives it a legitimate collection value.

In the nature of the case, the first edition of "Uncle Tom's Cabin" is a scarce item—books of which the original issue sells out in a week, and which sweep the country like a prairie fire, do not survive multitudinously as first editions. This spring an almost pristine copy brought a new record price of \$300 at auction in New York—just what the *Era* paid for the serial rights—more than doubling the best previous figure.

This high valuation is likely to prove an incentive to the unscrupulous to tamper with early editions of the book and convert them into apparent firsts—the thing has been done in the past, and a new record sale price provides a beautiful temptation. On the title page of each of the two volumes,

between the volume designation and the imprint, the publishers inserted in subsequent editions a line specifying the total of printed copies to date. So long as the titlepages are dated 1852, it is only necessary to erase this line from each to metamorphose a copy of the one hundredth thousand into a first edition.

Happily the imposture can be readily detected. No matter how neatly an erasure is made, the paper so treated must undergo a perceptible thinning, and this thinning is immediately apparent if the sheet is held before an ordinarily strong light. No bookseller or collector should buy a copy

of an ostensible first edition of "Uncle Tom's Cabin" without putting it to this simple test.

The first slug line to be inserted on the title page appears to have been "Tenth Thousand." This opens up a fearful possibility. If, as Charles Edward Stowe says, the first printing was five thousand copies, then a second printing was made in which no statistics appeared on the titlepage. If such was the case—if the first and second editions appeared without apparent mark of distinction—bibliographers have not yet reported any means of identifying one from the other.

Book Auctions in America

Frederick M. Hopkins

THE first sale of books at auction in England was held on October 31, 1676, when the library of Dr. Lazarus Seaman, once vice-chancellor of Cambridge University, was sold. The date of the first book sale in the American Colonies is not as definitely known, but is believed to have been held in Boston in 1717, less than a half century after the first English sale.

A copy of the catalog of what is believed to be the first American sale was sold in Part I of the Brinley collection of Americana and is in the Lenox Library, now a part of the New York Public Library. The titlepage transcribed literally is as follows: "A Catalogue of Curious and Valuable Books, Belonging to the late Reverend & Learned M. Ebenezer Pemberton, Consisting of Divinity, Philosophy, History, Poetry, & Generally well bound: to be Sold at Auction in Boston, the Second Day of July, 1717. Beginning at Three a Clock afternoon and so Do Die in Diem, until whole be sold. Also a valuable collection of Pamphlets will be exposed for sale. The books may be viewed from the 25th day of June until the Day of Sale, at the house of the late Reverend Mr. Pemberton, where attendance will be given: Printed by B. Green and may be had Gratis at the shop of Samuel Gerrish, Bookseller, near the Old Meeting House in Boston, 1717." On the verso of the titlepage the "condi-

tions of the sale" are printed, the first being: "If any difference arise concerning any book sold it shall be immediately exposed for sale again."

The catalog comprised 159 titles in folio, 163 in quarto, and 678 in octavo, in all 1,000 items, divided into 45 separate lots, altho each title is numbered. Prices were not recorded, consequently there is no record of what the books brought.

From the advertisement in the newspapers of the period other sales followed in Boston, sometimes at intervals of several years. Beginning with the nineteenth century book sales had become an established institution. J. L. Cunningham was the leading auctioneer for a time, and was succeeded by Howe, Leonard & Co., the firm name of which was later changed to Leonard & Co. In 1872 Joseph Leonard withdrew from the firm and with Charles F. Libbie organized the firm of Charles F. Libbie & Co. In 1883 there was a reorganization under the same name and it was actively engaged until 1919 when it abandoned the auction business and began the sale of second hand books. Boston, the pioneer in book sales, has since been without an auction house.

The name of the first auctioneer to hold book sales in New York is unknown. William McLaughlin was one of the earliest, for on May 4, 1823, in an advertisement of McLaughlin & Blakely, 41 Maiden

Lane, there is this statement: "From the long acquaintance of Mr. McLaughlin with the book auction business he trusts that the firm will receive a consequent share of public patronage." Later, Stephen Wiggins became a partner and the name was changed to McLaughlin, Wiggins & Co., who advertised, January 14, 1825, that "at candle light" there would begin the sale of a large consignment of books to be sold on liberal terms for "approved notes." The new firm did not last long, but Wiggins continued to sell books until 1830. In the period that followed before the Civil War, a number of individuals and firms sold books at auction, among them were Royal Gurley, Gurley & Hill, Harrison & Levy, I. T. Doughty & Co., William Gowans, Joseph Sabin, James E. Cooley, and Bangs & Co.

Bangs & Company, who started in business in 1829, under the direction of Lemuel Bangs, sold most of the books at auction. Later the firm name was changed to Bangs, Richard & Platt; in 1849 to Bangs, Platt & Co., in 1852 to Bangs, Brother & Co., in 1858 to Bangs, Merwin & Co., and in 1872 again, after nearly a half century, assumed its original name of Bangs & Co. For a considerable period after the Civil War, Geo. A. Leavitt & Co. held many sales, the most famous of which was that of the Brinley collection of Americana, Part I of which was dispersed in 1878. This firm also held many sales of publishers' remainders and this feature of its work appears to have been very successful.

February 6, 1900, was a red letter day in the history of book sales in this country. On that memorable date John Anderson, Jr., one of the ablest, most enterprising, farsighted and trustworthy men ever connected with book sales in this country, held his first book sale. From the very beginning he had the full confidence of collectors and the trade. He held both consignors and buyers of equal importance and gave both faithful service. The public liked him and his way of doing business, and in three years the old firm of Bangs & Co. and John Anderson, Jr., combined under the name of the Anderson Auction Company. Several years later, Mr. Anderson's health failed, and he retired from its active management. Later the name was changed

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LAST but not least: The **PUBLISHERS' WEEKLY** in the third issue of every month will endeavor to give you up to the minute news about the rare book market which, it hopes, will help you develop a profitable extension of your business.

to the Anderson Galleries. Eight years after the organization of the Anderson Auction Company, it sold the famous Hoe library realizing nearly \$2,000,000 for it, and holding for more than a decade the world record for the most valuable library sold at public sale. In the period since the world war, under the able management of Mitchell Kennerley, the beginning made by John Anderson, Jr., has been brilliantly carried forward, and the Anderson Galleries and its president have been powerful factors in giving New York the proud position it now holds in the rare book markets of the world.

The American Art Association, organized in 1883, held its first book sale, the library of A. T. Stewart, the great dry goods merchant, in 1887. Other sales occasionally followed. In 1913 it established a book and print department under the direction of Arthur Swann, whom John Anderson, Jr., had brought to this country from England in 1900, and of whom it may be said that he has had the longest and most active experience of any man ever connected with book sales in this country. He continued as director of the book and print department of the American Art Association until last autumn, having seen its business grow from \$36,000 in his first year, to over \$1,000,000, in his last year.

The Walpole Galleries, organized by Edward Turnbull and Lenore Young Turnbull in 1915, has kept very busy for twelve years, selling many small libraries and doing well whatever it undertook. The lamented death of Mr. Turnbull in 1924 left the direction of the Walpole Galleries in the hands of his widow, who well maintained the reputation that they both had established. The task was a heavy one, too heavy to be continued; and this useful auction house closed its doors last month.

After an experience of about fifteen years Charles F. Heartman is still conducting auction sales at Metuchen, N. J., where he specializes in Americana. He has had several locations and a great deal of his business has been done thru the mails.

In Philadelphia Stan V. Henkels for half a century was the outstanding figure in auction sales of literary property, establishing an enviable reputation in the handling of autographic material. After his death,

two years ago, his son, with the same name, continued the business which his father had established.

When the first book sale was held in Boston less than a century had elapsed after the settlement of Plymouth. There were few booksellers, few printing presses, few private libraries, and few books. But the Colonists were a book loving and reading class and in the two centuries which followed the number of booksellers, printers, publishers and the ownership of books, all increased rapidly. By the middle of the eighteenth century there were many important collections of books among the Colonists, judged by the standards of that period. After the Civil War auction sales increased in importance and frequency, and the importation of rarities assumed remarkable proportions. The Hoe sale in 1911-12 began a new era, slightly held in check by the world war, and resumed with greater energy after its close. The decade since Armistice Day has been a period of unparalleled activity, and records of every description have been broken again and again.

We have apparently arrived at a point where a general reorganization seems to be near at hand. The American Art Association has changed ownership and management. At no distant day the Anderson Galleries will undergo changes of vital importance. The firm of Stan V. Henkels of Philadelphia is now under new direction, the father giving way to the son. The Walpole Galleries has become a matter of history. It now looks as if, at least for a period, we are to try one great auction house under one management. One stock exchange has sold as much as 3,700,000 shares in a single session. However active the bidding may be, we are not likely to see more than about 200 to 250 valuable lots sold in a single auction session. Can one house dispose of all of the literary property likely to come into the market? The lively competition between the Anderson Galleries and the American Art Association has been no mean factor in the record that both of these houses have made in recent years. If this competition ceases to exist, will it help or hurt the public sales of literary property? Opinions differ. Time will tell.

One fact may be accepted as settled.

The sale of literary property at auction will go on, and on the American plan as practiced by John Anderson, Jr. If one house can do the work satisfactorily it has a great opportunity before it and will establish a great reputation for itself. If it is unable to do the work, it will have help. That is the American way of doing business, and owners of literary property can look forward with composure.

Limited Edition of Poe

A RECENT importation from Paris is a limited edition of "The Fall of the House of Usher," by Edgar Allan Poe. The volume, which is printed on hand-made Holland paper, contains five illustrations by Alastair, and a preface by Arthur Symons. The edition, which is limited to 300 numbered copies, and priced at eight dollars a volume, has been imported by Edward Weeks, 8 Arlington Street, Boston, Massachusetts.

New Edition of Paine

RIMINGTON & HOOPER will publish on April 10th Thomas Paine's "Common Sense" in the *Holly Edition*. The edition will consist of 376 copies of which 350 will be for sale. The Introduction has been written by William H. Van Der Weyde, the outstanding Paine authority. The edition has been designed by William A. Kittredge and will be printed and bound under his supervision at the Lakeside Press in Chicago. It will have facsimiles of the title-pages of the first American, the first French, and the first English editions. The illustrations include as a frontispiece a portrait of Paine; a second portrait; a reproduction of the only profile portrait of Paine ever made; an early print of Paine's monument, and a photograph of his gravestone. Each book will be numbered, bear a subscriber's book-plate, and will be enclosed in a black slip-case.

It will be an octavo in size (6¼"x8¼") and will be bound in black buckram, gold stamped, printed on white rag paper in 14-point Bodoni and will number 172 pages.



Gift to Library of Congress

GABRIEL WELLS has presented to the Library of Congress an oil painting of Johann Gutenberg.

Gutenberg is shown in a setting suggestive and symbolic of his achievements in the art of printing. The artist is unknown, but the work itself is ascribed to the middle of the 16th century—about 1745. After long obscurity it emerged in Germany about 30 years ago, aroused immediate attention, and was reproduced as an illustration in an authoritative work on the invention of printing by Heinrich Meisner and Johannes Luther.

The painting was brought to this country last autumn, and came into possession of Gabriel Wells, the well-known collector and dealer.

No contemporary likeness of Gutenberg exists and no contemporary description of

his person. In the resulting attempts to portray him there have been somewhat differing conceptions, but all are consistent as to the features, and a considerable physical dignity; since Gutenberg, tho what we should call a craftsman (before becoming a printer he was a lapidary—a polisher of precious stones)—was of a patrician family. Indeed, that was one of his qualifications for the "noble" art of printing.

In this painting, accordingly, he is shown as a "personage." He is in court dress, with his golden chain of grace. Gutenberg stands behind a table, the red cover of which gives something of relief to the tones of the picture, which in the mass are dark. The hair and beard are brown, with a suggestion of a reddish tinge, the eyes are brown, and so are the high eyebrows, while the court dress is

black. The dark clothing is enriched with gold braiding, and sets off the whiteness of the frill collar and lace cuff, that on the right arm being alone visible, the cloak, thrown back, concealing the other. The left hand rests on the hilt of a sword; a jewel shows in a finger-ring, while suspended from the chain of grace is a jewel of the Archbishop of Mainz.

A tablet behind the figure of Gutenberg at the right bears the coat-of-arms of the Gensfleisch family—the family to which Gutenberg belonged. At the left, within a frame, are the portraits of Gutenberg, Fust, who assisted Gutenberg financially,

and Schoeffer, who may at one time have been employed in Gutenberg's shop. Behind Gutenberg is a row of folios, one of which in two volumes, is the Bible he printed.

On the table in front is a small model of his printing press, some types, and printing implements.

Accompanying the painting, Mr. Wells has presented the Library with a leaf from the first substantial product of the Gutenberg press, the famous Latin Bible, dating about 1450-1455, the fragment exhibiting the quality of the printing that entered into the complete work.

Current Rare Book Notes

Frederick M. Hopkins

THE Walpole Galleries, 12 West 48th Street, founded by Edward Turnbull in 1915, and since his death in 1924 conducted by his widow, Lenore Young Turnbull has abandoned the auction business. The last sale included the collection of bibliography used for cataloging. The foreword of the catalog is a just word of tribute to the services and memory of Edward Turnbull worthy of record here: "His rank as a cataloger is indisputable; he was among the first on this side of the Atlantic to make of cataloging for the auction room a profession distinctive and distinguished. His annotations, his marginalia, his laid-in-material give to his books an enhancement of value—an unusual interest and charm. The infallibility of his knowledge as to authenticity, accuracy and rarity, the date, place, or state, of a first edition, an association item, an autograph, or an etching, amounted to an instinct. But it was the outcome of patience and persistent diligence and research—the fruit of scholarship. This knowledge, this familiarity with rare books, this ability in presenting them thru the medium of a catalog as well as his conscientious integrity in the field of bibliography became so well known that it is unnecessary to dwell upon them here. But it is impossible to separate the man from his books. To each of us who knew and loved him, there remains a

picture of him at his desk, a demeanor so quiet, an accent so British, a personality so lovable, a knowledge so astounding."

THE library of the late Charles H. Senff, of this city, will be sold at the Anderson Galleries on March 28 and 29. Among some of the more unusual items is an extra-illustrated copy of Boswell's "Life of Johnson"; an extra-illustrated copy of Bunyan's "Pilgrim's Progress"; an extensive collection of Cruikshankiana; extra-illustrated set of Guizot's "History of France"; set of the first editions of Thomas Hardy, including "Desperate Remedies"; set of Punch's "Pocket Books"; and Irving's manuscript revision of his "Life of Columbus." There are many collected sets of first editions of American and English authors, mainly complete, among them the writings of Sir Richard F. Burton, Coleridge, Guizot, G. P. R. James, John Heneage Jesse, Lever, Smollett, and Trollope. There is much collector's material here and generally in the right condition.

IN the next lot of books from the famous Holford library to be sold at Sotheby's in London toward the end of this month is a Defoe item cataloged as of "unique interest." It is one of three known copies of "Robinson Crusoe" in serial form. Apparently it contains only the first part. Of

the two other copies one is in the Grenville library at the British Museum. It consists of single sheets of *The Original London Post*, a tri-weekly also called *Heathcot's Intelligencer*. From October 7, 1719, till October, 1720, instalments of "Robinson Crusoe," appeared in every number. Sometimes "Crusoe" was the whole paper. In addition to the many parts which Defoe played so successfully, he may, it appears, be justly entitled to the fame of being the father of the serial.

AT the first book sale of the season in Paris astonishingly high prices were brought by the dispersal of the collection made by Henri Lavedan, the novelist, of the books known as *Almanachs Chantant et Galant*. The little books have little in common with the many-sided compendiums of information, the almanacs of the nineteenth century. Artists, poets, authors, engravers, bookbinders—all combined to produce these elegant miniature books so popular in court circles in France in the eighteenth century. The text was of minor importance; the exquisiteness of detail constituted their chief charm. The rarest book in the Lavedan collection—published by La Vaschez in 1790, decorated with engravings in color after Debucourt and bound in satin brocade—was sold for \$900. Others of earlier date brought \$600 and \$650 apiece. Those of the Revolutionary period brought considerably less. The lowest price for any lot was \$16, which would have been a high price, it is said, before the war.

FRENCH collectors and booklovers have been deploring in the Paris papers the lack of appreciation of the manuscripts of French authors in France. They point to prices which the manuscripts of English and American authors are bringing in London and New York and feel humiliated at the prices recently realized in Paris. On February 21, there was a sale of old time literary celebrities, dear to the hearts of Frenchmen, held at the Hôtel Drouet, in Paris. Eight letters of Beaumarchais, dealing with representations of the "Barbier de Séville" and "Le Mariage de Figaro," fetched \$550; two of John Jaques Rousseau's letters fetched only \$400; four of Diderot's sold for less than \$250; while

the highest price paid for a fine letter of Baudelaire's, excessively rare, was only \$135. Manuscripts of a more recent period of popular French authors fared no better. Anatole France's "L'Abeille," went just under \$1,000; Huysmans' "A Rebours," \$2,600; de Maupassant's "Une Repetition," \$450; the preface of Balzac's "Cabinet des Antiques," \$650; while the complete and characteristic manuscript of Zola's "Doctor Pascal" went below \$1,075. If this is the best that Paris can do, such material should be sold in New York. There is not a shadow of a doubt that much better prices would be realized here.

A COLLECTION of autograph letters written by Lord Macaulay, the English historian, to his friend, Thomas Flower Ellis, has been presented to Trinity College, Cambridge, of which both Macaulay and Ellis were fellows. The letters to Ellis number about 250 and have remained in the Ellis family since they were written. Included in the collection are a number of manuscript poems which differ in innumerable details from the printed versions, mainly from small typographical revisions and changes. Of the unpublished items the longest is "Bosworth Field" a poem of 138 lines, similar in metrical form to "Ivry" and the "Armada," the latter of which it more closely resembles. In the letters that followed his return to England there is hardly a phase of his life left untouched. To close the long and intimate series comes the last letter written from Holly Lodge on Christmas Day, 1859, three days before his death. The heading is blurred where the pen faltered and the words, formed clumsily with difficulty, tell more than their meaning conveys.

Auction Calendar

Wednesday and Thursday afternoons, March 28th and 29th, at 2 o'clock. The handsome library of the late Charles H. Senff, New York City and Syosset, L. L. (Items 404.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Australasia: Books, maps, original water colour drawings, oil paintings and coloured plates relating to Australia, Tasmania, New Zealand and the Islands of the Pacific Ocean. (Items 1537.) Francis Edwards, Ltd., 83, High St., Marylebone, London, W. 1, England.

Autograph letters, manuscripts and historical documents. (Items 228.) Thomas F. Madigan, 48 West 49th St., New York City.

Good Second-Hand Condition

John T. Winterich

DID Walt Whitman write, and did Lippincott publish in 1856, the year following the original appearance of "Leaves of Grass," a queer hodge-podge of stories, essays and miscellaneous happy thoughts entitled "Abbie Nott and Other Knots," by "Katinka"? Whoever wrote it, the book exists, and both Alfred F. Goldsmith and Carolyn Wells, compilers of Whitman's bibliography, have copies. With only internal evidence available, they and other Whitman authorities agree that there is a strong possibility that the book is an authentic Whitman item. But they cannot go beyond conjecture. "Even Carolyn Wells can't," declares Mr. Goldsmith, "and she writes detective stories."

There are numerous passages in the book which are strongly reminiscent of Whitman. Witness the very first paragraph in the opening story, "Abbie Nott": "The house consisted of four women, a man, little Abbie, and a dog. Mrs. Wind was inordinately fat; when she sat down she could just bring her hands before her in a friendly embrace, and she invariably, when not employed, clasped them, and twirled one thumb over the other in drowsy continuance." "Drowsy continuance" is certainly perfect Whitman.

The most significant Whitman link, however, is a three-line quotation from "Leaves of Grass," on the page facing the copyright notice, headed "Preface" and credited to Walt Whitman. The lines are from the opening (untitled) piece in the original "Leaves of Grass," now known as "A Song of Myself":

"I do not trouble my spirit to vindicate
itself or be understood;

I see that the elementary laws never
apologize;

I reckon I behave no prouder than the
level I plant my house by after all."

Certainly if "Abbie Nott" is not by Whitman, it is the work of an early admirer—and Whitman admirers in 1856

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Private Book Collectors 1928

A revised edition of "Private Book Collectors in the United States and Canada" is in preparation to be issued next October. Information that will aid in the extension and revision of the list or any helpful criticisms will be gratefully received by the editor.

NOTE. The new edition will be limited exclusively to names of *private collectors*, and as far as possible will not include the names of dealers in old and rare books or of institutional librarians.

A limited edition of 500 copies only for subscribers will be published.

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were rather scarcer than hen's teeth. On the other hand, if Whitman wrote the book, the use of the quotation is an admirable exemplification of that fine flair for press-agentry which was one of his most notable characteristics. Whoever wrote it, "Abbie Nott" is certainly the first instance in which "Leaves of Grass" was drawn upon for a book motto, and as such merits a place in any thoroughgoing Whitman collection.

The titlepage reads: "Abbie Nott / and / Other Knots. / By / 'Katinka'. / 'It's a' a muddle.' / Dickens. / Philadelphia: / J. B. Lippincott and Co. / 1856." The book is a twelvemo, bound in dark brown blind-tooled cloth. Apparently it exists in no other form than the original edition.

Can any reader supply additional facts or conjectures?

ONLY two of Thoreau's books were published during his lifetime, yet so secure is his fame today that G. A. Baker & Co. of New York had little difficulty in disposing of a remarkable collection comprising more than three hundred units of Thoreau's books and Thoreauana by adopting the unique expedient of devoting an entire catalog of twenty-four pages to the collection, which was priced at \$1800. Included were sixty-six items representing books by Thoreau (there were eight different issues of "A Week on the Concord and Merrimack Rivers" and eleven of "Walden"); 167 biographies, bibliographies, and works of critical or related interest; sixty-seven issues of periodicals, nearly all in the original wrappers, containing contributions by or about Thoreau, and five units of autographic interest. The Wakeman collection of American authors numbered only 104 Thoreau items, many of which, however, were of superlative association value. The Baker collection surpassed it, however, not alone in bulk but in bibliographic and literary value. The catalog, prepared by Frank Walters, for years a devoted and painstaking student of Thoreau, is itself an admirable checklist for dealer and collector. A copy will

be sent on application to G. A. Baker & Co., 247 Park Avenue, New York.

The second (1862) edition of "A Week on the Concord and Merrimack Rivers" is an item of unusual collection interest for an edition other than the first. Of the first (1849) edition one thousand copies were printed at the author's expense (they appear to have cost him about thirty cents apiece), of which number seventy-five were given away and some 219 sold, as set forth in Francis H. Allen's bibliography. This left 706 copies which for four years took up valuable space in the cellar stockroom of James Munroe and Company of Boston. In the fall of 1853 they were all loaded into an express wagon and dispatched to the Thoreau home in Concord. Thoreau's entry in his Journal for October 28th is famous: "I have now a library of nearly nine hundred volumes, over seven hundred of which I wrote myself. Is it not well that the author should behold the fruits of his labor? My works are piled up on one side of my chamber half as high as my head, my *opera omnia*. This is authorship; these are the work of my brain." Of the seven-hundred odd returned copies, about two hundred and fifty were bound and the rest in sheets. In 1862, just after Thoreau's death, Ticknor and Fields issued the unsold copies with a new title-page. By an interesting oversight, the final leaf of the book, with the words "Will Soon Be Published. Walden, or Life in the Woods. By Henry D. Thoreau" on the recto, was left in place, despite the fact that "Walden" had originally appeared eight years earlier.

The interest in the 1862 edition lies in the fact that every copy of that date was a unit in the mass "piled up on one side of my chamber half as high as my head." A casual copy of the 1849 edition may be one that, by some miracle, was actually sold; every copy of the 1862 issue shared Thoreau's quarters with him for nine years. A note by Stephen H. Wakeman in his copy of the 1862 edition, sold with his collection in 1924, declared: "It appears to be about as rare as the 1849 issue—in fact rarer—very seldom turns up."

The Weekly Book Exchange

How to use "Books Wanted" and "For Sale"

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Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illeg-

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BOOKS WANTED

ACADIA B'KSHOP, 625 W. 6TH, LOS ANGELES
Trench. The Authorized Version of the New Testament.

Parton. Life of Andrew Jackson.
Malone. Shakespeare. Vol. 3. 1790.

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COL.
Lodge. History of Nations. Vol. 2. Cloth. 8vo.
Willets. Sunshine.
Schurman. Agnosticism.
Tullidge. History of Joseph Smith.
Beveridge. Life of John Marshall.
Gregory. Water Supply Papers No. 380. Navajo Country.
Jekyll. English Gardens.
The Tar Baby and Other Rhymes of Uncle Remus. 1904.

ADOBE BK. SHOP, INC., SANTA BARBARA, CAL.
The Pastor's Wife; Elizabeth in Rugen; Fraulein Schmidt and Mr. Anstruther. Elizabeth.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.
Baña. Adventures of Harsha (Harsha-carita).
Hersey. Night. Eugenics Pub.

ALEXANDER ALEXEEFF, 212 E. 20TH ST., N. Y.
Old Baseball and Football Guides.

ALLEGHENY CO. LAW LIB., CITY-COUNTY BLDG.,
PITTSBURGH, PA.

McBain. Law and Practice of Municipal Home Rule. N. Y., 1916.

Black. Essays and Speeches. N. Y., 1885.

Hoag-Williams. Crime, Abnormal Minds and the Law. Ind. 1923.

AAbott. Facts. 3rd ed.

Reynolds. Trial Evidence. Chic., 1911.

Kohler. Philosophy of Law. N. Y., 1921.

Williams. Legal Ethics. Phila., 1906.

Berolzheimer. The World's Legal Philosophies. Bost., 1912.

Holdsworth. History of English Law. 3rd ed. Vols. 1 & 2.

Warren. Ten Thousand a Year. Vol. 3.

Veeder. Legal Masterpieces. Vol. 1. St. Paul, 1903.

Donovan. Modern Jury Trials. 5th ed.

Erskine. Speeches. Vol. 1. Chic., 1876.

Exline. Politics. N. Y., 1922.

ALLEGHENY CO. LAW LIB.—Continued

Lincoln, Assassination of. Reported by Ben Pitman. Cinc., 1865.

Pound. Spirit of the Common Law. Bost., 1921.

Archer. Ethical Obligations of the Lawyer. Bost., 1910.

Ballantine. On Corporations. Chic., 1927.

Bispham. On Equity. 10th ed.

Scott. Cases on Trusts. Cambridge, 1919.

Schermerhorn. On Torts. Phila., 1913.

Warren. Cases on Corporation. 2nd ed.

F. G. ALLEN, 78 GENESEE ST., AUBURN, N. Y.

Schorlemmer. Treatise on Chemistry. Appleton.

Lunge. Technical Methods of Chemical Analysis.

Van Nostrand.

Book House for Children.

Book of Knowledge.

Harvard Classics.

AMERICAN BAPT. PUB'N SOC., 1107 MCGEE ST.,
KANSAS CITY, MO.

Commentary on Book of Leviticus with Critical Notes. 1846 ed. Andrew Beenor. Cloth.

Old Testament Prophecy of the Consummation of God's Kingdom. C. Van Orelli. Large vol. Cloth.

Popular Encyclopedia of Conversations-Lexicon English Ed. Large vol. Cloth.

AMER. LIB. IN PARIS, 10, RUE DE L'ELYSEE, PARIS

Field. Story of the Atlantic Telegraph.

Judson. Cyrus Field.

Wharton. Martha Washington.

Traubel. With Walt Whitman in Camden.

AMER. PHOTOGRAPHIC PUB. CO., 428 NEWBURY
ST., BOSTON 17

Sheppard & Mees. Investigations on the Theory of the Photographic Process.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER

Lombard Street. Walter Bagehots.

Aaron Burr. Wandell & Minnegerode.

Jefferson. Works. Putnam ed.

Bemis. Jay's Treaty.

ARGONAUT BK. SHOP, 142 LAWRENCE ST., BROOK-
LYN, N. Y.

Shattucks Genealogies.

ARGUS BK. SHOP, 434 S. WABASH AVE., CHICAGO

Morley, John. Life of Voltaire.

ARGUS BOOK SHOP—Continued

Morrow. Ape, Idiot, and Other People.
 Enrique Perez Eschrich. Martyr of Golgatha.
 2 vols.
 Handbook of Oratory. Ed. Byars.

A. S. ARNOLD, METUCHEN, N. J.
 Harvard African Studies.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.
 Kroeber. Handbook of Indians of California.
 Chandler. Romances of Roguery. Macmillan.
 Underhill. Spanish Literature in the England
 of the Tudors. Macmillan. 1899.
 Niles. Airplane Design. 1926.
 Del Mar. Politics of Money; History of Pre-
 cious Metals. Effingham Wilson.
 Fawcett. Pauperism. Macmillan.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.
 Winsor-Justin. Westward Movement.
 John Bagnell Bury. Ancient Greek Historians.
 Frederick John Teggart. Processes of History.
 Marie Grubbe. English trans.

AURAND'S BK. STORE, HARRISBURG, PA.
 Colonial Records of Pa. Sets or odds.
 Penna. Archives. 1st, 2nd, 3rd series; sets or
 or odd vols.
 Mollie Maguires. Any books.
 Penna. German Society Reports. Any.
 Hazard's Register of Penna. Set or odd vols.
 Hanna. Wilderness Trail; Scotch-Irish; etc.
 Hassler. Old Westmoreland.
 Jones. History of the Juniata Valley.
 Maclay, Samuel. Journal of the West Branch
 of the Susquehanna.
 Martin. History of the Great Riots. 1877.
 McKnight. Our Western Border.
 Meginness. Otzinachson, or History of the West
 Branch Valley; Any Others.
 Penna. Session Laws. Prior to 1850.
 Travels of Jerry Church. Harrisburg, 1845.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK
 Some People We Meet; Young Ladies of Today;
 Young Gentlemen of Today. All by Charles
 F. Rideal.
 History of Lancashire. Lawrence Butterworth.
 A Century of Success. Freeman Morris.
 Dickens, Charles. Any and all items of any kind.
 Battle Abbey items of any kind.
 Particulars by mail only.

J. BAER & CO., FRANKFURT A.M., HOCHSTRASSE 6
 Eddy, M. B. Science and Health. With Key to
 the Scriptures. 1891 or later.
 Coulter & Chamberlain. Morphology of Angio-
 sperms. 1909; Morphology of Gymnosperms.
 1917.
 Journal of the American Chemical Soc. Vols. 1
 to 20. 1879-98.
 Fisk. Internat. Commercial Policies. 1907.
 Journal of Physical Chemistry. 1896-1926.
 Cyclopedia of American Biography. Appleton.
 Vol. 7, Suppl. I. 1902.

W. M. BAINS, 1713 CHESTNUT ST., PHILA.
 Schnell. Value of the Apocryphal Writings.

G. A. BAKER & CO., 247 PARK AVE., NEW YORK
 Barrie, J. M. Novels and Tales. Scribner's
 Japan paper issue. Any vols.

BALL & WILDE, 67 WALL ST., NEW YORK
 Scientific Stock Speculation. C. Dow.

Weekly Book Exchange

WM. BALLANTYNE & SONS, 1409 F ST. N.W.,
 WASHINGTON, D. C.

Chambers. Problems of the Spiritual.
 Buckrose. A Bachelor's Comedy.

BARKER'S ART STORE, SPRINGFIELD, ILL.
 Lamson. Lincoln.
 On the Circuit with Lincoln. Whitney.
 Voice of Lincoln. Wanamaker.
 Hapgood. Lincoln.
 The Illini. Carr.

BARR BK. SHOP, 22 W. ORANGE, LANCASTER, PA.
 Johnson. Old Time Schools and School Books.
 New York, 1904.
 Wickersham. History of Education in Penna.
 Ilick. Trees of Pennsylvania.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON
 Perry. Expedition to the China Seas and Japan.
 3 vols. 1856.
 Funston. Memories of Two Wars.
 Kennedy, Chas. Rand. The Terrible Meet.
 Sheehan. Early Essays and Lectures.
 Thompson. History of Alchemy.
 Sargent. N. A. Sylva. 14 vols.

BEAUMONT'S, 1109 CHESTNUT ST., ST. LOUIS, MO.
 Handbook to Tennyson's Poems. Luce.
 Anything on Spanish and Netherlands Inquisi-
 tion.
 History of Ancient Punishment. Andrew.
 Book-Prices Current. Since 1917.

BELL BK. Co., FIFTH ST., RICHMOND, VA.
 Wilson, Alexander. Ornithology: Birds of U. S.
 Plates. Vol. 5. 4to boards. Phila., 1811
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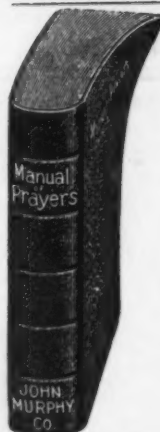
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